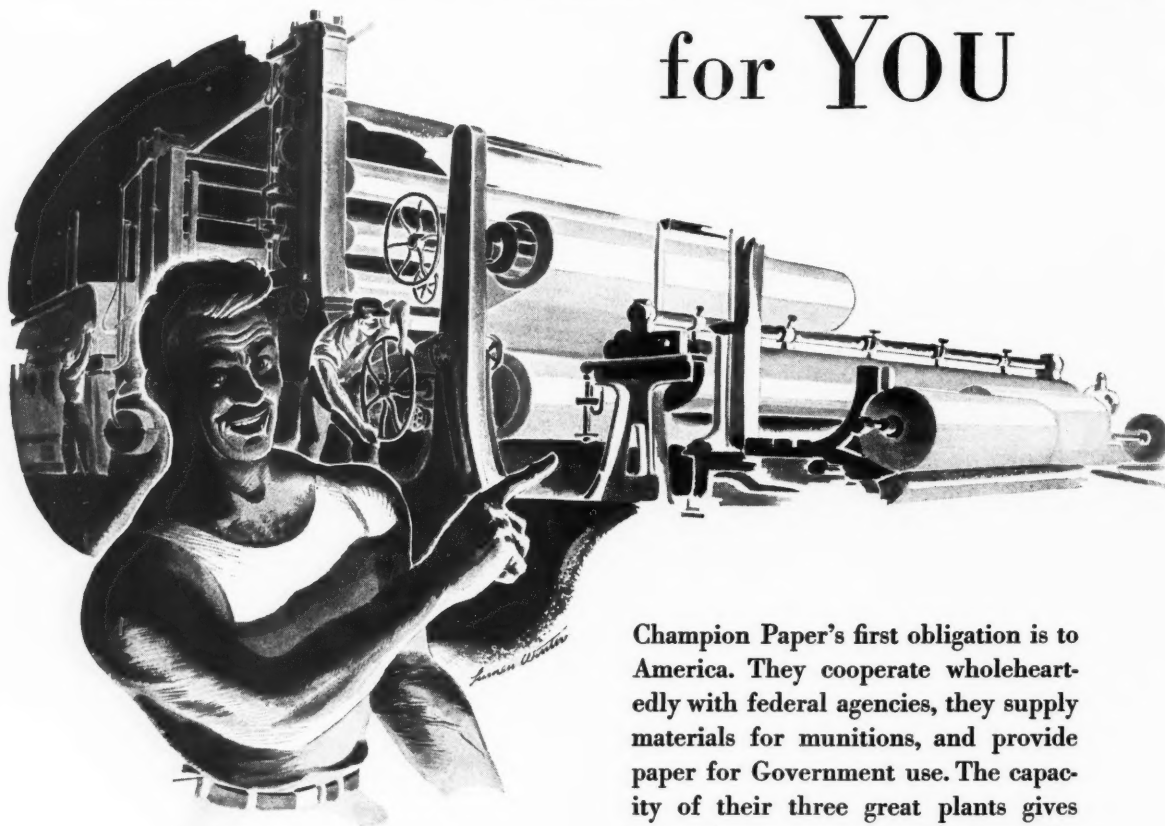


THE
INLAND
PRINTER

JUNE • 1942



Champion Machines are Rolling and there's **PRINTING PAPER** for **YOU**



Champion Paper's first obligation is to America. They cooperate wholeheartedly with federal agencies, they supply materials for munitions, and provide paper for Government use. The capacity of their three great plants gives Champion an output well above the greatest production yet required of them for war goods, and this is sufficient to satisfy the needs of Champion's many customers. Patriotism does not suggest your foregoing the use of print-

ing papers, for supplies are adequate to present wartime demands. Advertising on Champion paper continues to be flexible, productive and economical. Coated and uncoated book, offset, postcard, cover, cardboard, envelope, business papers—Champion's line is complete, values great, its production ample.

THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . . HOUSTON, TEXAS

*Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Cardboards, Bonds, Envelope
and Tablet Writing . . . Over 1,500,000 Pounds a Day*

DISTRICT SALES OFFICES

NEW YORK · CHICAGO · PHILADELPHIA · CLEVELAND · BOSTON · ST. LOUIS · CINCINNATI · ATLANTA

The LUDLOW Karnak family

Printers and publishers can safely choose Karnak as a sound basic typeface, as suitable for tomorrow's needs as for the requirements of today. Attesting the consistently increasing popularity of this growing typeface family, there are now available nine attractive series of Ludlow Karnak, which are here shown in the 30-pt. sizes.

A composing room with Ludlow equipment is ideally situated, for it can produce an unlimited volume of composition without current expense for type replenishment, or for type casting or case laying.

Complete showings of any of the Karnaks will be gladly sent upon request.

ADVERTISE
Ludlow faces

Ludlow Karnak Light

STEREO PRESSURE WILL
Not break these sluglines

Ludlow Karnak Obelisk

EVERY LINE
Prints clearly

Ludlow Karnak Intermediate

HEADLINES
Tell the story

Ludlow Karnak Intermediate Italic

A QUALITY
Display face

Ludlow Karnak Medium

A DISPLAY FACE
With extra power

Ludlow Karnak Black Condensed

SLUGLINES ARE
Easy to make up

Ludlow Karnak Black Condensed Italic

ADDS ZEST
To every ad

Ludlow Karnak Black

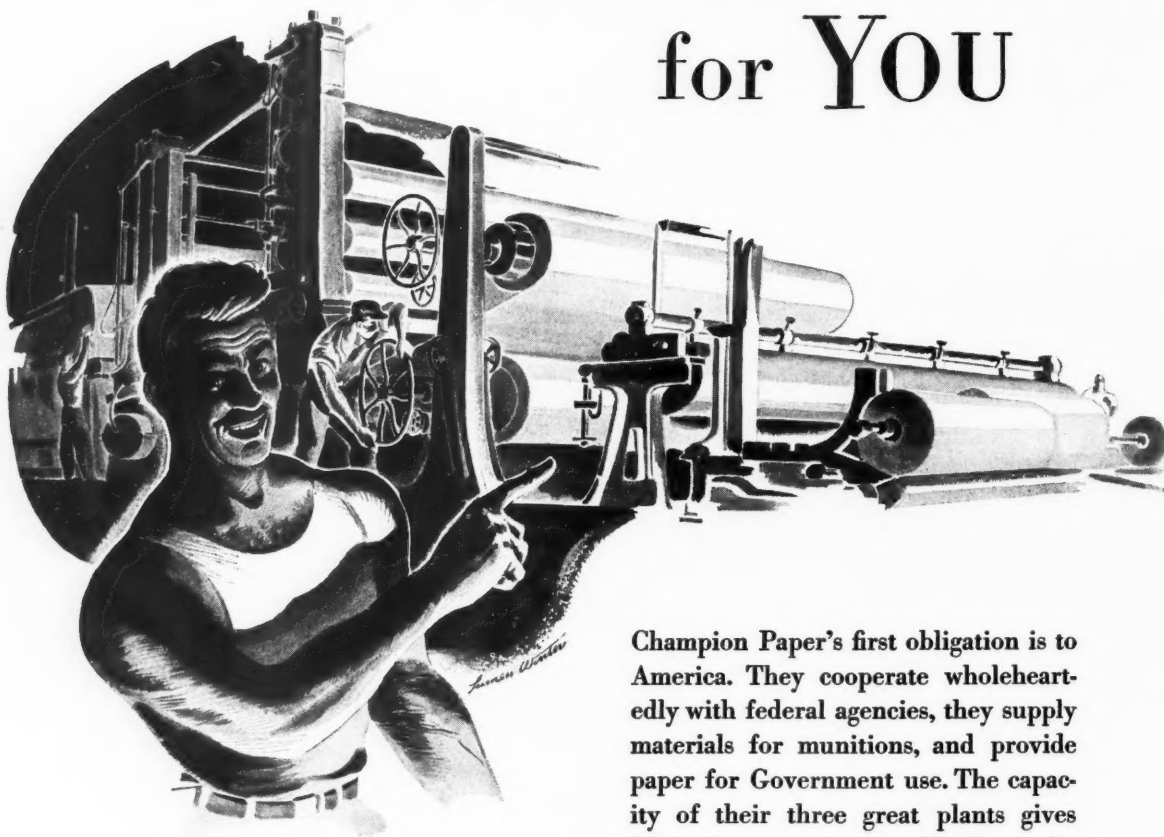
GET MORE
Head faces

Ludlow Karnak Black Italic

LUDLOW TYPOGRAPH COMPANY

2032 Clybourn Avenue + Chicago, Ill.

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To every ad

Ludlow Karnak Black

GET MORE
Head faces

Ludlow Karnak Black Italic

LUDLOW TYPOGRAPH COMPANY

2032 Clybourn Avenue + Chicago, Ill.

The Nation's Claims Are First

The Harris standards of quality manufacturing, precision design, and engineering will, for the "duration," be devoted almost exclusively to the manufacture of war-time equipment.

For our customers—the printers and lithographers—we anticipate volume business with no serious shortage of materials with which to do a reasonable job. We are gratified with them that they, too, are in position to contribute so constructively through production in their plants of the printed word, always vital to understanding and accomplishment in emergency.

During this period, when the prior claims of the Nation make it impossible to accept orders for new presses, we will work with you to keep your presses running. Our service and parts departments will zealously service the presses that you have in operation. We will plan with you against the future period of plant rehabilitation, that equipment obsolescence during this period shall not exact any avoidable penalty, and that modernization may then be quickly effected.

Harris will endeavor to continue its engineering, research and development programs so that new presses—when press orders may again be accepted—shall continue to maintain for offset and for our customers, offset's position as a modern printing method.

HARRIS OFFSET PRESSES

HARRIS · SEYBOLD · POTTER · COMPANY ·

PIONEER BUILDERS OF SUCCESSFUL OFFSET PRESSES

General Offices: 4510 East 71st Street, Cleveland, Ohio • Harris Sales Offices: New York, 330 West 42nd Street • Chicago, 343 So. Dearborn Street • Dayton, 819 Washington Street • Atlanta, 120 Spring Street, N.W. • San Francisco, 420 Market Street • Harris-Seybold-Potter (Canada) Ltd., Toronto, Montreal

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★ ★ ★
★ ★ ★
THOUGHTFUL PLANNING
★ ★ ★
IS A SERVICE TO THE NATION
★ ★ ★

Do It Now!

The man who lays out the printing job knows what effect he wants—but why not consult with his printer or lithographer before going ahead? They can guide and effect real economies. And if the job calls for moderately-priced offset paper with outstanding appearance, superior surface and press performance, they logically will select

INTERNATIONAL OFFSET

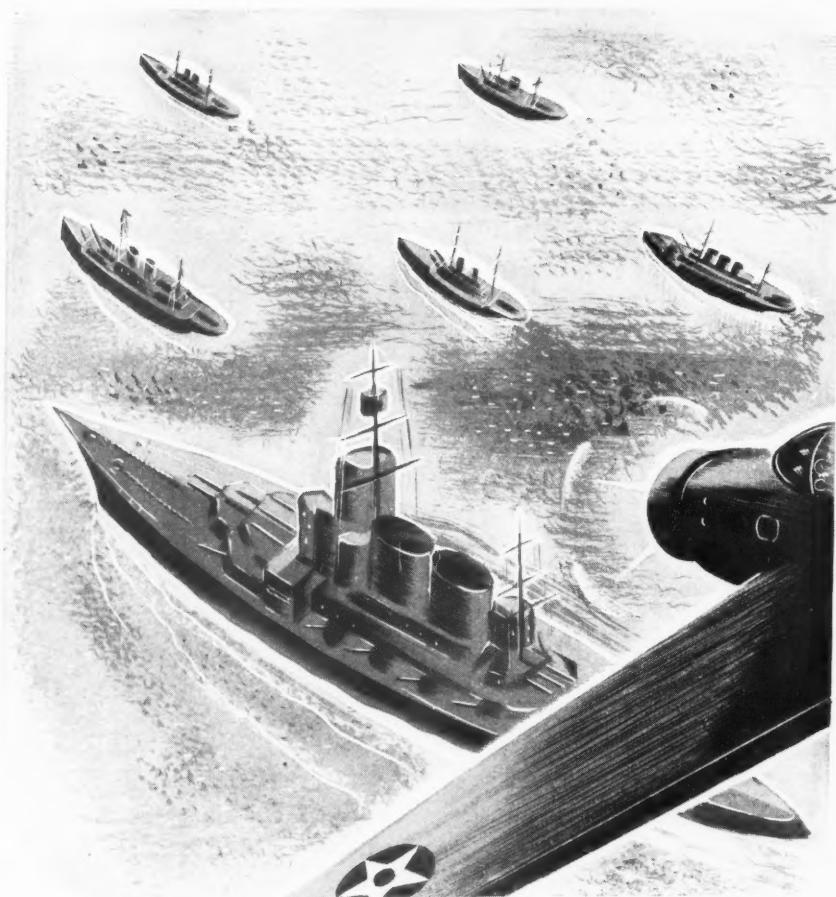
An International Paper Value

For more than 10 years International Paper has advised buyers of printing to
"Consult your Printer"



INTERNATIONAL

★ ★ **BUY MORE WAR BONDS** ★ ★

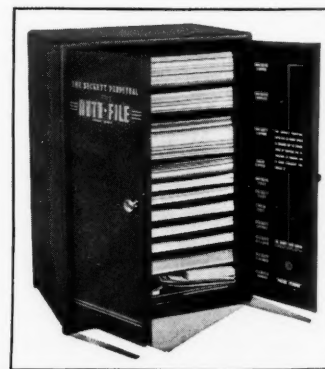


CONVOY It is equally important

that our goods not only be sound, but that they reach you and your customers in perfect condition. That is one of the reasons why the Beckett Perpetual Auto-File in combination with Beckett service is so valuable to printers and creators of advertising. The life-time steel cabinet houses hundreds of dummy sheets of our famous cover, text and offset grades, making paper for dummies or samples instantly and perpetually available to you . . . and all fresh and perfect. This notable convenience and sales aid is obtainable, if you are a printer, artist or advertising man, at the nominal cost of \$5.00, though it costs us far more. It is held invaluable in thousands of establishments.

THE BECKETT PAPER CO.

MAKERS OF GOOD PAPER IN HAMILTON, OHIO, SINCE 1848



TRADITIONALLY PREFERRED FOR PRECISION PRINTING PRODUCTION



ICTORY WAR QUALITY PAPERS —still the standard of comparison

Stark realities face all of us . . . successful prosecution of the war means added woe, increased work, more self-denial. Wholeheartedly, we seek every measure to extend our cooperation to hasten the day of complete and final Victory over the enemies of freedom. In the interim, although large quantities of Northwest papers are destined for war needs, we are still supplying paper for essential commercial use.

THE NORTHWEST PAPER COMPANY • CLOQUET, MINNESOTA, U. S. A.

Copyright, 1947, By The Northwest Paper Company

For Items Not Advertised, See Annual "Readers' Service Guide," January, Pages 9-12

★ ENVELOPES WORK OVERTIME, TOO ★



Envelopes work overtime, too...so that American Industry can pay off on time, handle thousands of new job tickets, write letters, send invoices, pay bills, distribute advertising...

Printers and paper merchants can depend upon U.S.E. for standard types and sizes of envelopes within government imposed limits of quality. *They're still guaranteed* as to workmanship.



UNITED STATES ENVELOPE COMPANY
Springfield, Massachusetts
12 Manufacturing Divisions 5 Sales-Service Offices

U.S.E. envelopes



ENVELOPES—ESSENTIAL COURIERS IN WAR AND PEACE

YOUR CUSTOMERS ARE CRYING

"HELP!"



Be "that printer"—give the needed information and sell the printing!

THESE letters are requests for help from business men who need printing to keep their work moving smoothly these days.

Every one is in answer to the Hammermill advertisements that have appeared recently in The Saturday Evening Post, Time, Business Week and other national magazines.

Perhaps some of *your* customers are represented in this stack of requests. Undoubtedly the business men in your town have the same problems and need the same help as these men.

Give that help yourself. Hammermill advertisements tell business men, "Call in your printer." *Be* that printer and put yourself in a position to get profitable orders for the business forms your customers need today.

Every Hammermill advertisement offers printing buyers practical help in the form of two free booklets, "21 Ways to Keep a Clear Desk" and "How to Design a Business Form." Get copies of these booklets now. Look them over and then tell Hammermill how many more of each you need for distribution to your customers.

Send the coupon today and a Working Kit of Hammermill Bond will be included with the booklets. This kit will equip you to sell letterheads and business form jobs the day you get it!

GET THESE 3 HELPS NOW



"21 WAYS TO KEEP A CLEAR DESK"

Booklet illustrates printed forms that clear away routine details and speed work. Outlines proved time savers for 6 specific jobs.

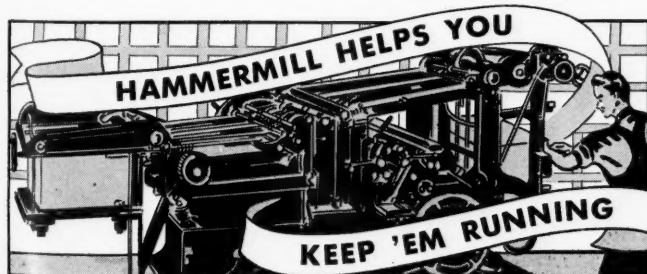
"HOW TO DESIGN A BUSINESS FORM"

Tells what data a form should carry. Provides list to check forms and uncover needed improvements. Helps set up an efficient form system.



"WORKING KIT OF HAMMERMILL BOND"

A sales portfolio that contains material for selling new letterhead designs you can set with your own type. Also shows how to get orders for matched stationery: letterheads, envelopes, invoices, statements, and other forms planned with the same design.



Hammermill Paper Co., Erie, Pa.

Please send me, free, "21 Ways to Keep a Clear Desk," "How to Design a Business Form," and the Working Kit of Hammermill Bond.

Name.....Position.....

(Please attach to your business letterhead). IF-Jun



CO-OPERATION *the Masterline Way*

. . . means taking an active part in advancing the War program by continuing to provide our customers with dependable rag-content Bonds, Ledgers, and Onion Skins—papers that are essential to the advancement of the National effort that *must* lead to Victory only. In printing plants . . . in offices . . . on the sea and in the air, *Masterline* papers co-operate in serving you and Uncle Sam. Most of the frills have been tossed aside to assure enough paper . . . good paper for the duration, but the same high craftsmanship that characterizes these fine papers remains as always. See your nearest *Masterline* distributor or ask us for information.



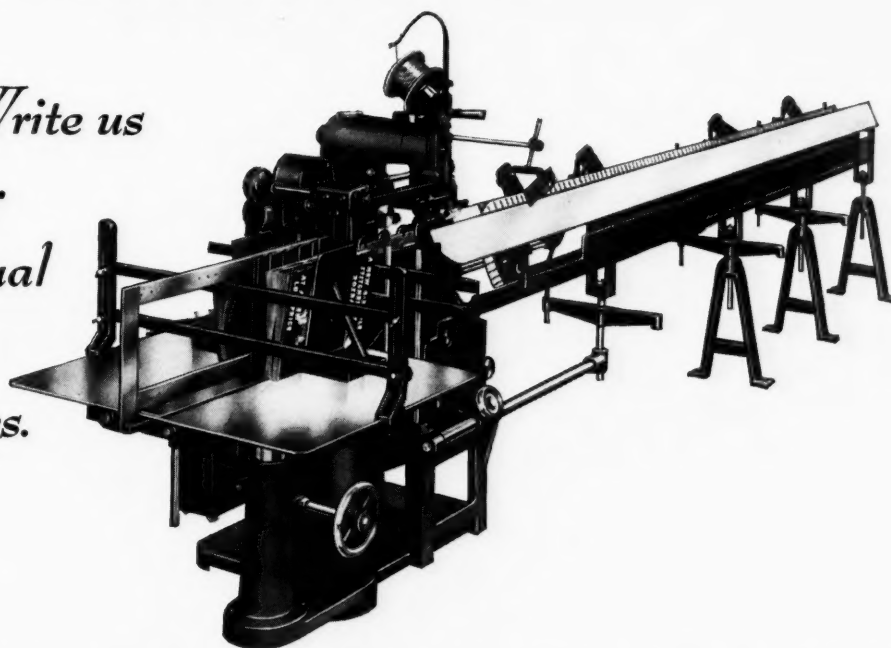
FOX RIVER PAPER CORPORATION

APPLETON, WISCONSIN



*If you are using
hand-fed pedestal
stitchers for saddle
work and your runs
average 2000, 3000,
5000 or more, you
can save $\frac{1}{3}$ to $\frac{1}{2}$ of
your stitching costs
with this Rosback
Pony Gang Stitcher.*

*Write us
for
actual
cost
figures.*



F. P. ROSBACK COMPANY, Benton Harbor, Mich.

*World's Largest Manufacturers of Perforators,
Stitchers and Paper Punching and Drilling Machinery*

"A MILLION

SAVED

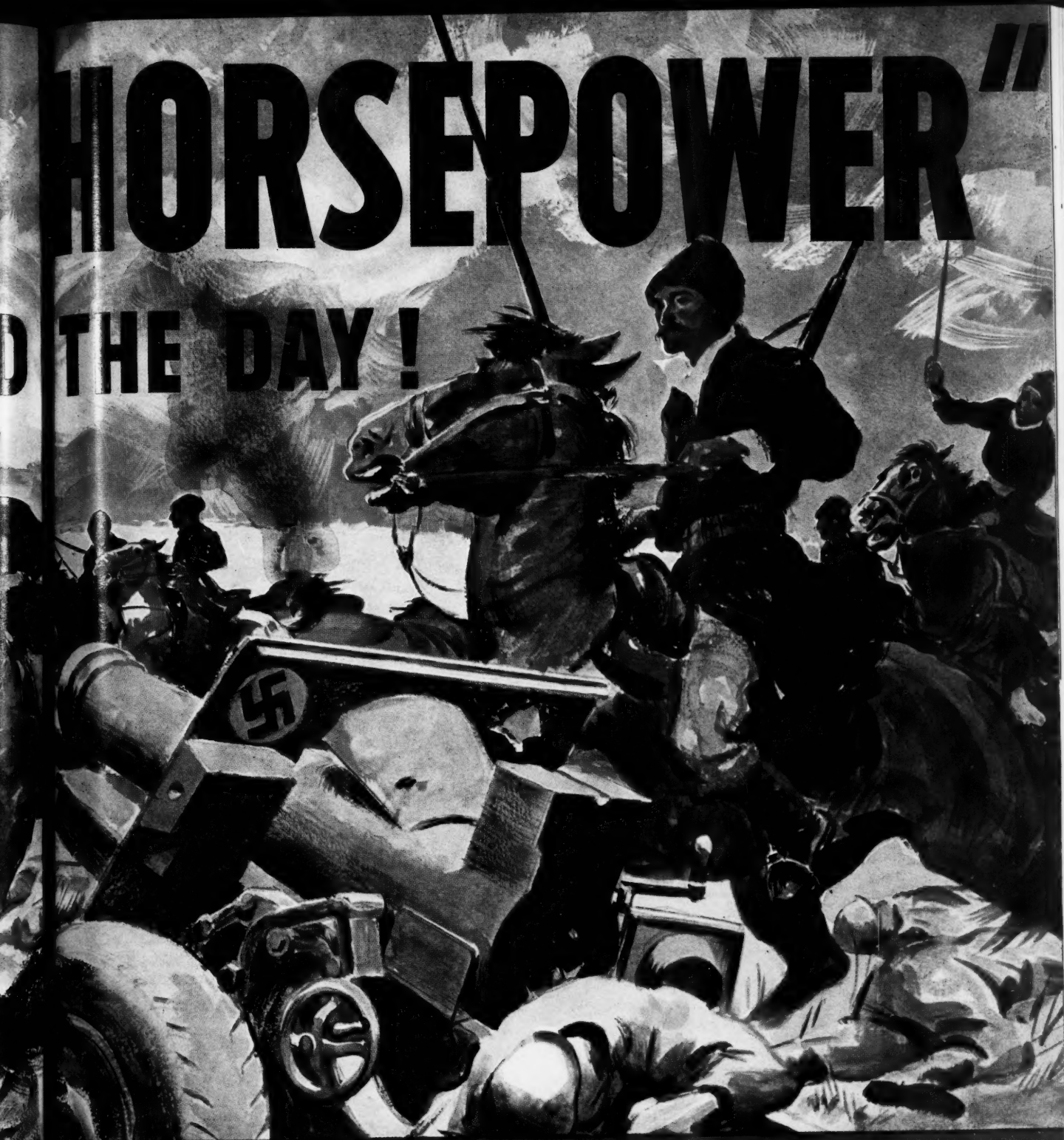


● Along two thousand miles of war-torn front, Cossack courage stopped the eastward sweep of mechanized might. To the cavalry of Russia, America raises its hand in salute... and its voice in **MIGHTY TRIBUTE!**

HOW

THE HOWARD PAPER MILLS, URBANA, OHIO • THE AETNA PAPER MILLS, DAYTON, OHIO

THE



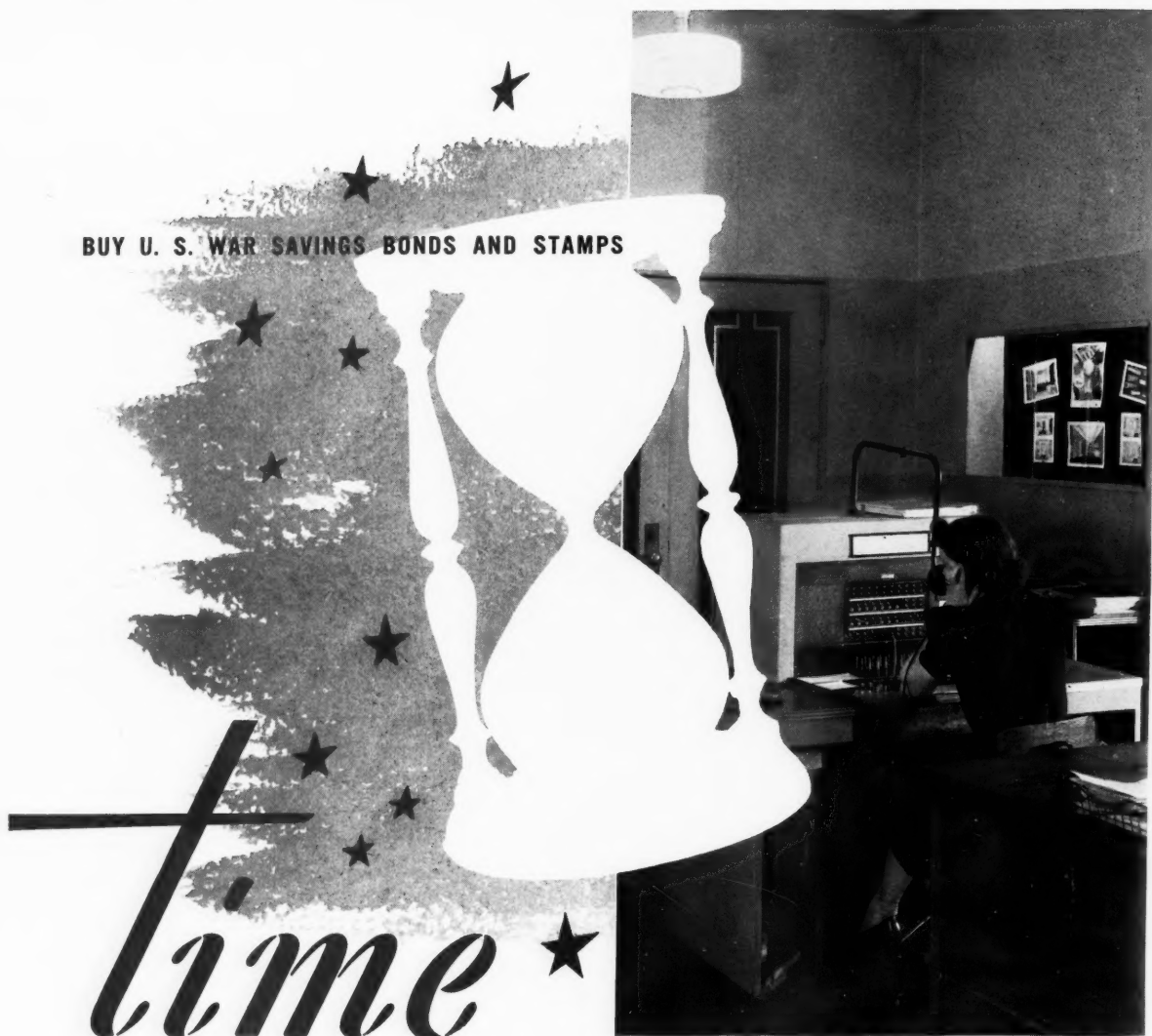
HORSEPOWER

THE DAY!

**ALLIED
PAPER
MILLS**

OHIO THE MAXWELL PAPER MILLS, FRANKLIN, OHIO • DAYTON ENVELOPE CO., DAYTON, OHIO

BUY U. S. WAR SAVINGS BONDS AND STAMPS



is of the essence..!

Call SUPERior 7070 today. Put our famous Five-Phase Production Plan to work saving time and money on your present job. Artwork . . . Photography . . . Photo-retouching . . . Composition . . . Engraving . . . at SUPERIOR all are carefully co-ordinated to make every grain in the hour-glass count. *Day and night* our shop is at your service. And whether you use all . . . or any one . . . of SUPERIOR'S five important functions, you pay no premium for Superior satisfaction.

SUPERIOR



ENGRAVING COMPANY

215 W. Superior St. • Chicago

THE HISTORIC FIGHT between the iron-clad Monitor and the Merrimac in Hampton Roads March 9, 1862, sounded the death knell of wooden ships and led the way to today's battleships of steel.

This American genius for making things faster and better and for less has permeated nearly every field of endeavor. Another important example is Consolidated's development of fine enameled paper at a cost so low that it can be used for almost any printing job.



CONSOLIDATED *Coated* PAPERS AT UNCOATED PAPER PRICES

Good printing paper must possess a variety of qualities!! It requires Strength to stand up on high-speed presses . . . Opacity to prevent "show-through" . . . but *most essential is a Smooth, Uniform Surface* on which the sharpness of detail and pleasing tone gradations of fine halftones can be faithfully reproduced. Only a fine enamel coating can provide such a surface.

For years such coated paper was so costly it was impractical for many jobs. Then Consolidated introduced Consolidated Coated . . . a fine enamel at prices formerly paid for uncoated papers . . . placing coated paper within the budgets of thousands of Publishers, Advertisers and Printers who formerly had been limited in their use of it.

Today America must go "all out" in a great

national Economy . . . not only of money but of man-hours and machine-hours. Consolidated Coated Papers are contributing to all three phases of that Economy, and at the same time are increasing the standard of American Printing Quality.

If you have never used Consolidated Coated, there's a pleasant surprise awaiting you. One of the four grades will undoubtedly be just right for your purpose. Ask your paper jobber, or printer . . . or write direct for printed samples, a study of which will amply prove that finer printing on coated paper need not add anything to paper costs . . . may actually reduce them.



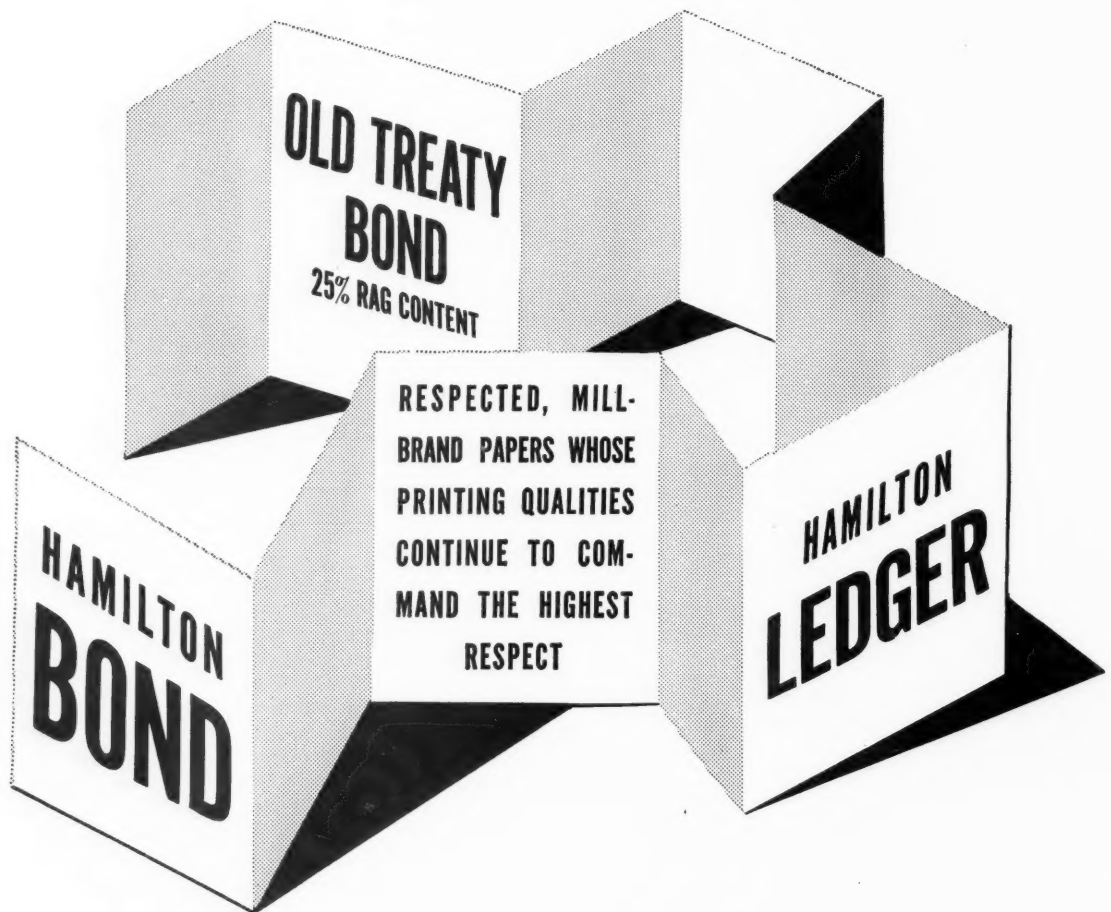
CONSOLIDATED WATER POWER & PAPER COMPANY

MAIN OFFICES
WISCONSIN RAPIDS, WISCONSIN

SALES OFFICES
135 SO. LA SALLE ST., CHICAGO

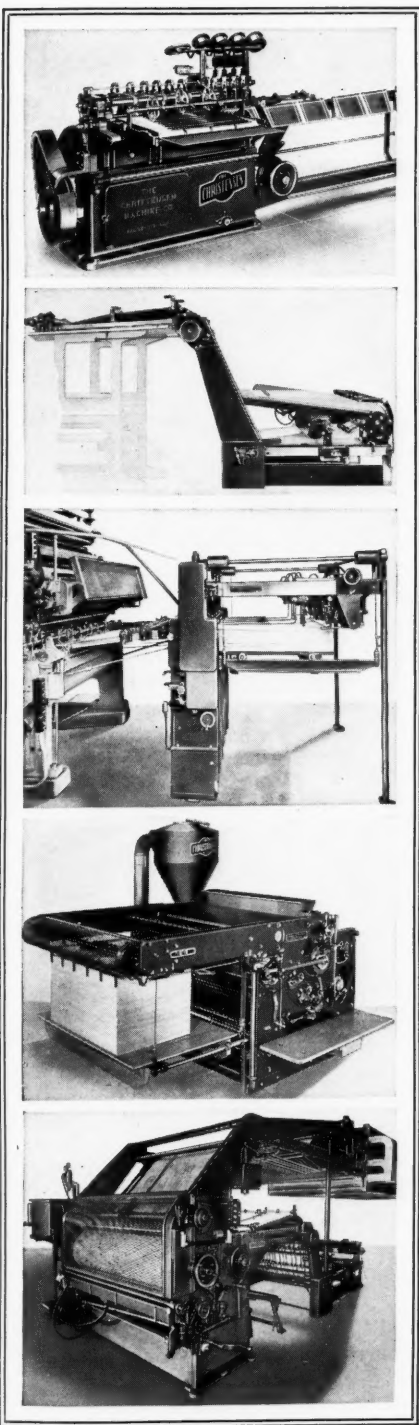
Four Modern Mills . . . All in Wisconsin

GOOD PAPER FOR GOOD BUSINESS



W.C. HAMILTON & SONS MIQUON, PA.

The Christensen Machine Company and Dexter Folder Company



Announce that

After July 1, 1942, the following equipment manufactured by THE CHRISTENSEN MACHINE COMPANY, Racine, Wisconsin, will be distributed and serviced through the

Dexter Folder Company

PEARL RIVER, N. Y.

•
The Christensen Multiple Head Gathering and Stitching Machine.

The Christensen Continuous Stream Feeder.

The Christensen Pile Stream Feeder.

The Christensen High Speed Bronzer.

The Christensen Varnishing Machine.

•
Inquiries for the purchase of any of these machines, and requests for service or parts, should be addressed either to the Main Office of the DEXTER FOLDER COMPANY, or to the nearest branch office.

•
For the duration all orders for machines will be subject to Government priorities and restrictions. Service and parts will be available except for limitations on critical materials.

DEXTER FOLDER COMPANY

PEARL RIVER, N. Y.

New York
Boston

Chicago
Cleveland

Philadelphia
St. Louis



Delivery on

VANDERCOOK PROOF PRESSES

CAN BE MADE NOW

Though no new proof presses have been made for a number of months in the Vandercook factory, there are several models available for delivery from stock.

If you have a real need for a proof press or premakeready equipment, or it is necessary to replace present machines in order to get maximum

efficiency, delivery can be made.

The Vandercook factory is 100% on war production. When present stock is sold, no equipment will be available until after the war pressure has been relieved.

If you will need proving or premakeready equipment soon, write or call, giving the full facts.

VANDERCOOK

PROOF PRESSES • BLOCK LEVELLERS • HACKER GAUGES

VANDERCOOK & SONS, Main Office and Plant, 900 N. Kilpatrick Ave., Chicago
Eastern Branch: 216 East 43rd St., New York - Canada: Sears Limited, Toronto



Practical Hints on **PRESSWORK**

By E. L. St. John

A new low price—now effective. Solves your press problems. 201 pages.

\$2

The Inland Printer • Chicago

MEAD

papers

NATIONALLY-DISTRIBUTED

ALA.: Partin Paper Co.; Sloan Paper Co. ARIZ.: Blake, Moffitt & Towne; Zellerbach. ARK.: Roach Paper Co. CAL.: Blake, Moffitt & Towne; General Paper Co.; Zellerbach. COLO.: Dixon & Co. CONN.: Rourke-Eno Paper Co.; Arnold-Roberts; John Carter & Co.; Green & Low; Henry Lindenmeyr & Sons; Storrs & Bement Co.; Whitney-Anderson. D. of C.: R. P. Andrews; Barton, Duer & Koch; Stanford. FLA.: Capital Paper Co.; Central Paper Co.; Everglade Paper Co.; Jacksonville Paper Co.; Tampa Paper Co. GA.: Atlantic Paper Co.; Graham Paper Co.; Macon Paper Co.; Sloan Paper Co. IDA.: Blake, Moffitt & Towne; Zellerbach. ILL.: Berkshire Paper Co.; Birmingham & Prosser; Blunden-Lyon Paper Co.; Chicago Paper Co.; LaSalle Paper Co.; Marquette Paper Corp.; Messinger Paper Co.; Midland Paper Co.; Swigart Paper Co.; James White. IND.: Central Ohio; Century Paper Co.; C. P. Lesh; Crescent Paper Co. IOWA: Carpenter Paper Co. KAN.: Central-Topeka. KY.: Louisville Paper Co. LA.: Alco Paper Co. ME.: Arnold-Roberts; C. H. Robinson. MD.: Antietam Paper Co.; Barton, Duer & Koch; Baxter Paper Co.; O. F. H. Warner & Co. MASS.: Arnold-Roberts; Butler-Dearden; Carter, Rice & Co.; John Carter & Co.; Century Paper Co.; Cook-Vivian; Mill Brand Papers, Inc.; Paper House of N. E.; Storrs & Bement Co.; Percy D. Wells; Whitney-Anderson. MICH.: Beecher, Peck & Lewis; Birmingham & Prosser; Carpenter Paper Co.; Grand Rapids Paper Co.; Seaman-Patrick; Union Paper & Twine. MINN.: John Boshart; General Paper Corp.; Stilwell-Minneapolis Paper Co.; E. J. Stilwell. MO.: Acme Paper Co.; Central States Paper Co.; K. C. Paper House; Tobey Fine Papers, Inc.; Weber Paper Co.; Zellerbach. MONT.: Carpenter Paper Co. NEB.: Carpenter Paper Co.; Western Newspaper Union; Western Paper Co. N. J.: Bulkley, Dunton & Co.; Lathrop Paper Co.; J. E. Linde; Henry Lindenmeyr & Sons. NEW YORK CITY: H. P. Andrews; Beekman Paper & Card Co.; Bulkley, Dunton & Co.; Canfield Paper Co.; Forest Paper Co.; Green & Low; Lathrop Paper Co.; J. E. Linde; Henry Lindenmeyr & Sons; Marquardt & Co.; Merriam Paper Co.; Miller & Wright; A. W. Pohlman; Reinhold Card & Paper Co.; Schlosser Paper Corp.; Vernon Bros. & Co.; Walker-Goulard-Plehn; Willmann Paper Co. NEW YORK: Fine Papers Inc.; Franklin-Cowan; J. & F. B. Garrett; W. H. Smith; Union Paper & Twine. N. C.: Dillard Paper Co. OHIO: Alling & Cory Co.; Central Ohio; Chatfield Paper Corp.; Cincinnati Cordage; Cleveland Paper Co.; Diem & Wing; The Johnston Paper Co.; Ohio & Michigan Paper Co.; Scioto Paper Co.; Union Paper & Twine Co. OKLA.: Carpenter Paper Co.; Tulsa Paper Co. ORE.: Carter, Rice & Co.; Fraser Paper Co.; Zellerbach. PA.: Alling & Cory Co.; Chatfield & Woods; A. Hartung & Co.; Johnston, Keffer & Trout; Thos. W. Price Co.; Raymond & McNutt Co.; G. A. Rinn; Schuykill Paper Co.; Whiting-Patterson Co.; Wilcox-Walter-Furlong; H. A. Whiteman & Co. R. I.: Arnold-Roberts Co.; John Carter & Co.; Narragansett Paper Co. S. C.: Dillard Paper Co. TENN.: Bond-Sanders Paper Co.; Clements Paper Co. TEX.: L. S. Bosworth Co., Inc.; Carpenter Paper Co.; C. & G. Paper House; Clampitt Paper Co.; Graham Paper Co. UTAH: Carpenter Paper Co.; Zellerbach. VA.: Old Dominion Paper Co.; Cauthorne Paper Co.; Richmond Paper Co.; Roanoke Paper Co.; B. W. Wilson. WASH.: Blake, Moffitt & Towne; Carter, Rice & Co.; Tacoma Paper & Stat'y Co.; Zellerbach. WIS.: Bouer Paper Co.; Wisconsin Paper & Products Co.; Woelz Bros.

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Original drawing by William H. Campbell

War is a Challenge!

War flings down the gauntlet . . . to American Business, no less than to our fighting forces. It is a challenge to our native ingenuity, in laboratory and plant.

Business can reach for the crying-towel . . . or it can take the sage advice of the female lead in the radio comedy: "Don't stand there—*do* something!"

This Corporation, "Paper Makers to America", prefers to *do* something.

We who make Mead, Dill & Collins, and Wheelwright papers and the informed merchants who distribute them will meet the challenge with American resourcefulness—

even in our suits of mail, weighing upon us like some evil incubus.

There is a shortage of chlorine? Okay. We'll mix-in some *brains*. There aren't enough freight-cars? Then, figuratively, we'll use pack-mules. *En garde!*

Paper is at war, and, the war industries shall have paper, to the limit of our ability. For details. For records. For correspondence. For Victory. And, war or no war, business knows that it must advertise or be forgotten . . . that it's "paper—or pauper."

Let's keep our armor bright. This is America!

Offering a completely diversified line of papers in colors, substances, and surfaces for every printed use, including such famous grades as Mead Bond, Moistrite Bond and Offset; Process Plate; Wheelwright Bristols and Indexes; D & C Black & White, Printflex, Canterbury Text, and De & Se Tints.



SALES OFFICES

THE MEAD SALES COMPANY
DILL & COLLINS INC.
WHEELWRIGHT PAPERS, INC.
230 PARK AVENUE, NEW YORK CITY

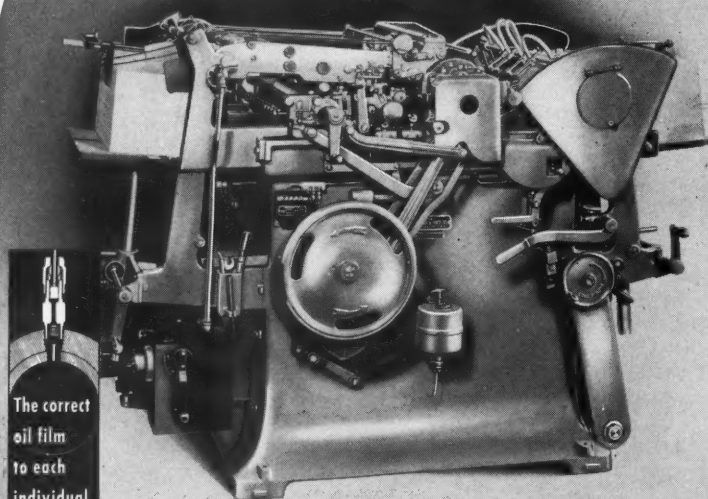
New York
Chicago

Philadelphia
Dayton

Boston
Kingsport

THE MEAD CORPORATION

upkeep down... PROFITS UP



The correct
oil film
to each
individual
bearing...
automatically

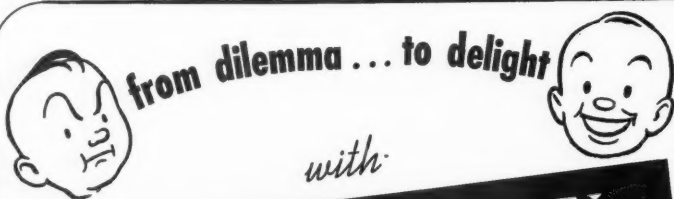
CHANDLER & PRICE Cylinder Press
Bijur-lubricated

● ALWAYS READY... a press with Bijur "metered" lubrication requires no time out for oiling... maintenance cut to a fraction... weeks of extra running-time gained. Bijur-lubricated bearings are protected during entire press life! Upkeep down—bigger output—better quality of printing—safer profit margin. It all pays!

BIJUR LUBRICATING CORPORATION
LONG ISLAND CITY NEW YORK

1374

BIJUR
AUTOMATICALLY *Correct* LUBRICATION



from dilemma ... to delight

with

PERFECTION Flat Gummed Paper

Trying to select a gummed paper that possesses all the requirements for printing high grade labels, stickers or seals can be a difficult and puzzling task.

Here's a suggestion. Specify Perfection Flat Gummed Paper and thus be sure of a gummed stock that measures up in every way. It gives you:

- Perfect Flatness
- Better Gumming
- Finer Printing Surface
- Better Color

Wide Selection (10 whites, 25 colors)

Ask your paper merchant for free sample book of the Perfection line or write direct to us.



Paper Manufacturers Co.
PHILADELPHIA • P.A.

MECHANISM OF THE LINOTYPE

By
John S.
Thompson

\$2.50
POST
PAID



Approved and used
by the
Linotype Company.

Twelfth revision. A complete and practical treatise on Linotype care and operation.

The Inland Printer, Chicago

War Takes ESTIMATORS!

Learn HOW by mail in 25 Lessons



More Printing Estimators are needed. Military service draft causing vacancies. Our 25 lesson course includes personal coaching and 3 bound books—actual production records on composition, press work and bindery operations. Thorough training means better jobs. *Prepare!* Write today for details about easy method of paying as you go.

JACK TARRANT SCHOOL
OF ESTIMATING
Dept. 5, 105 W. Monroe St., CHICAGO

This is number one of a new series of advertisements appearing in—
NEWS WEEK — NATION'S BUSINESS — U. S.
NEWS — BUSINESS WEEK — AMERICAN BUSINESS
PRINTER'S INK — ADVERTISING AGE — SALES
MANAGEMENT — TIDE — INDUSTRIAL MARKETING,
PAPER PROGRESS, and PRINTING TRADE PAPERS
 Four-color reprints of this advertisement are available without charge,
 or electros at cost, on application to Kimberly-Clark Corporation.

Let There Be No Blackout of Your Name

TO KEEP IN BUSINESS KEEP YOUR IDENTITY!

Make Contacts
with Paper and Ink

- Promote sale of Government bonds and stamps.
- Promote national unity.
- Tell about your war work.
- Tell about prospective improvement of your line.
- Tell reasons for scarcity of your merchandise.
- Advertise products you can supply.
- Discourage hoarding of your products.
- Tell how to conserve your products.

Trufect*

For Highest-Quality Printing

Kimfect*

Companion to Trufect at lower cost

Multifect*

For volume printing at a price

Developed PAPERS

Patriotic men and women anticipate victory for our Country, and now they prepare for the next "war"—the war for economic security! To assure prosperity for America after this war, industry must absorb those millions of workers now in our armed forces, and those millions more who are engaged in work which will cease when the war ceases. Forward-looking business men appreciate this important point and they are doing something about it. They are insuring continuation of their businesses for their own interests and because they know it is necessary to our national welfare.

PREPARE FOR POSTWAR DAYS

Many manufacturers, even though their plants are now 100% on war work, and even though they have no merchandise for general consumption, still keep in good working order their system of distribution, their contacts with dealers and consumers, against the day when they will revert to the making and marketing of peace-time products. It will be a comparatively easy job for those far-seeing merchandisers to pick up where

they left off, because they are not going to be forgotten—they are allowing no blackout of their names.

Keeping bright a high regard for products temporarily off the market is a job the printed word can do and is doing economically for hundreds of companies who count on being in business after this war.

HOW TO MAINTAIN GOOD WILL

There are many ways to use the printed word to protect business identity—to keep alive acceptance for products and to keep intact a system of distribution until it is again needed. A few suggestions are listed in the panel on this page. For some businesses a mailing at regular intervals of only a few thousand folders based on any of these subjects will suffice to maintain business identity, for others publication advertising is required.

Most business men will agree, it is important to our nation that going concerns put printed words in service for the duration to assure their own survival and to provide millions of jobs for millions of workers after this war is won.

Let there be no blackout of your name!

KIMBERLY-CLARK CORPORATION • Neenah, Wisconsin

Manufacturers • Established 1872

NEW YORK: 122 E. 42nd St. • CHICAGO: 8 S. Michigan Ave. • LOS ANGELES: 510 W. 6th St.



MAINTENANCE Assures Production

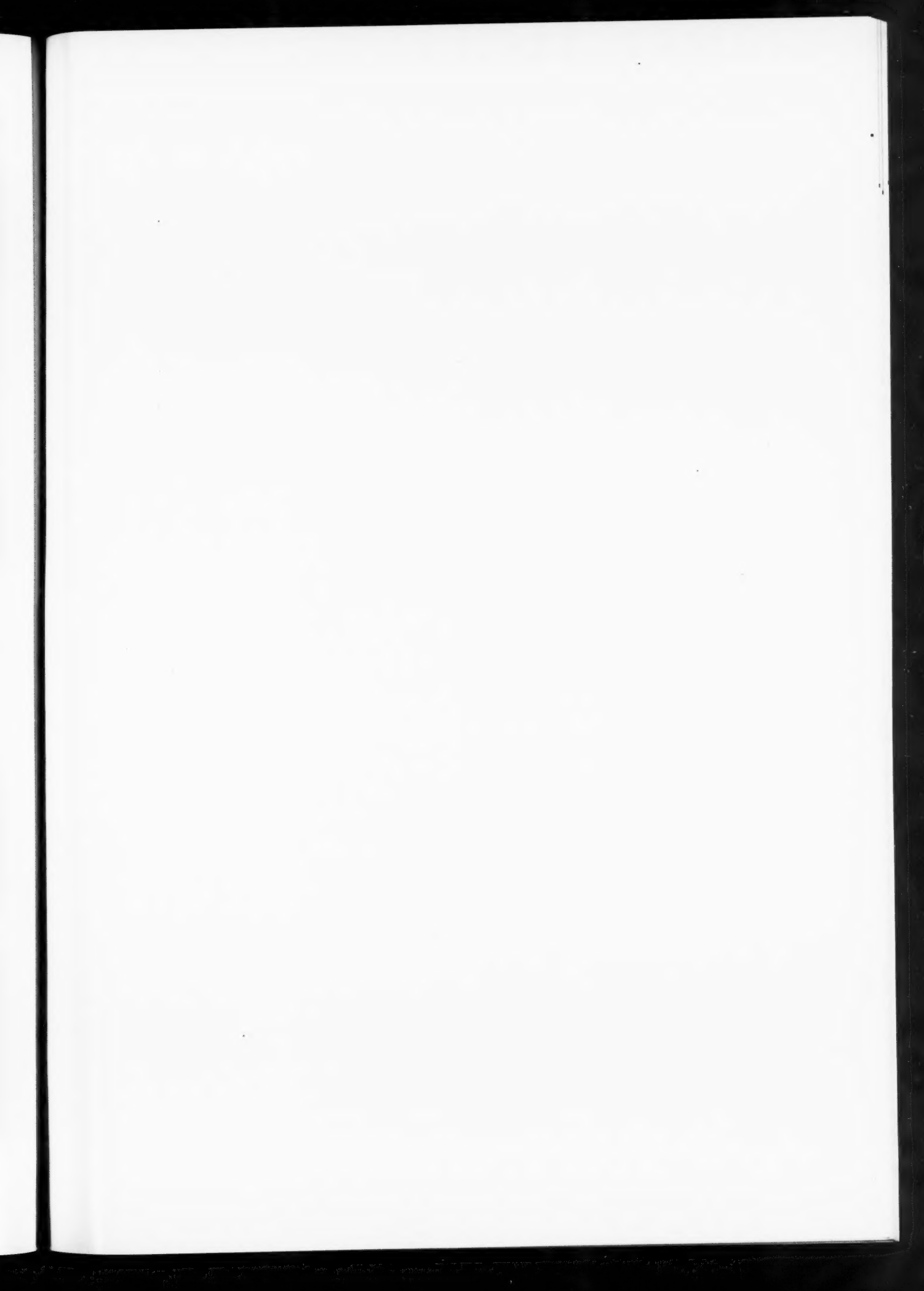
To help every composing room with the increasingly important maintenance routines, Linotype has distributed five free booklets, the "Linotype Life Extension Series."

These free booklets make up a handy manual on the more common maintenance problems of typesetting machinery. They should be available for the use of every mechanical staff. Make sure your plant has them. If not, write to your Linotype agency for them, or ask your Linotype representative.

 **LINOTYPE** 

These booklets do not supplant the authoritative book, "Linotype Machine Principles." They are an adjunct to it. "Linotype Machine Principles" sells for \$3.50 postpaid in the U. S. A.

Linotype Spartan Heavy and Erbar Light Condensed



YOU NEED NOT GIVE UP

GOOD TASTE

IN THE COMING MONTHS and years all of us will give up, temporarily, more and more of the fine quality to which we have become accustomed.

But this does not mean that we need relinquish our sense of good taste. It simply means that we must exercise greater ingenuity in the *selection* and *use* of the materials and facilities at our disposal.

In printing it means that paper and materials will be limited in quality and variety, and there will be fewer new type faces developed. Thus, the true art of the capable printer will become more important: his superiority will be emphasized by the ingenuity with which he creates works of beauty in spite of these limitations.

In selection, arrangement, and spacing of type; in painstaking presswork; and in artful combination of available papers, inks, and materials, the capable printer will find the means to inspire a greater demand for his services among those who appreciate finer things.

THE MID-STATE PRINTING COMPANY, JEFFERSON CITY, MISSOURI

Public Printer Answers Critics of the Government Printing Office ★ Lithographers at

National Meet Are Told That all Printing Which May Be Is Now Being "Farmed Out"

CRITICISMS and questions regarding the methods employed in placing orders for printing in commercial plants by the Government Printing Office did not disturb the equanimity of A. E. Giegengack, United States Public Printer, during the question-and-answer period following his address at the thirty-seventh annual convention of the Lithographers National Association which met in Chicago last month.

Without changing his facial expression, or raising his voice as his questioners and "hecklers" were doing, the Public Printer answered each question or replied to each criticism with specific facts including quotations from laws of the United States Congress governing the operations of the G. P. O. Because of the number of the questions and the earnestness of the men in the audience who asked them, the session ran about an hour overtime.

"Why don't you spread work more than you are doing?" asked one man. "There are a lot of plants in the country with idle presses and they ought to be given a chance to do some Government work."

"I wish that I could be some sort of fairy godmother to the printers of America, but I have to manage the Government Printing Office according to the laws enacted by Congress," Mr. Giegengack replied. "If Congress wants to provide the funds to keep all the printers in business it will be okay with me."

Mr. Giegengack reiterated what he had said in his formal speech that he was swamped with solicitations from printers who came to Washington from all parts of the country seeking orders, and that he



The target of a constant bombardment for orders, the Hon. A. E. Giegengack, Public Printer, tells, in this article, of some of the many tribulations of his office

had established the position of a consultant who is authorized to talk to printers for the Public Printer about prospects of getting orders and how to proceed. He said that frequently congressmen try to intercede for some country printer who has a Kelly or a Miehle Vertical press in addition to a cylinder on

which the country newspaper is printed, and the printer is willing to bid on anything.

"Although more than 3,000 firms have filed questionnaires, only about half of these possess equipment of sufficient size to handle jobs for quantities ordinarily procured commercially by the Government Printing Office," said Mr. Giegengack. "Very often the war jobs involve runs of hundreds of thousands and millions of copies. Many small printers who filed questionnaires have not received invitations to bid because their equipment is not suitable for the type of printing let on contracts, or is too limited to perform the work and make delivery within the time specified by the department. Possibly some of these printers could handle small jobs if allowed unlimited time but such action is not possible in most of the war printing procured commercially. Realizing this, we do not wish to see small printers needlessly lose time in compiling estimates on any jobs where they have no opportunity to compete with large concerns which can employ mass production methods in producing work economically and expeditiously."

A question was raised about small printers pooling their plants and doing the larger jobs.

"Even though printers in a city may have idle presses of a similar design the chances of obtaining contracts through the pooling of facilities are very slim," answered Mr. Giegengack. "The printing of

manuals, forms, and posters is of such a nature that the work cannot be distributed economically among a number of printers. Aside from the time lost in distributing and reassembling such work, other reasons preclude the arrangement. On one hand the Government is not in a position to furnish extra specifications, plates, and inspectors. The cost would be prohibitive. On the other hand the duplicate costs of preparing the plates, the makeready of presses, and similar operations would make it difficult, if not impossible, for a group of printers or lithographers to be the lowest bidder on a job."

Why Bids Are Sought

"Why do you require bids on your work?" asked the man who had suggested that the work be more widely distributed. "You say that your office estimates every job you send out for bids and you know when printers are out of line. Why don't you just decide what a job is worth and say to the printers that this job is worth \$1.85 a thousand (or whatever the price should be); how many thousand can you handle?"

"If the law permitted me to do that, the printers would call me a chiseler," answered the Public Printer. The audience roared.

"Don't you sometimes award contracts on a negotiated price basis?"

"We have an emergency job now being done on that basis, and some of the largest plants in the country are working on it. Whenever such a contract is awarded without competitive bids, I am obliged to report it to the President, detailing the circumstances."

Speaker Soliloquizes

During one of the lulls in the questioning, Mr. Giegengack filled in some of the moments by seeming to soliloquize: "It's funny how in a group like this there are so few questions, but just as soon as I get out in the lobby after the meeting they mow me down."

The effect was electrical. Several questions were put to him at one time. One, accompanied with a comment, was to the effect that the Public Printer had said that the prices of work done in commercial plants were 20 per cent, on the average, higher than the prices charged by the Government Printing Office.

"Isn't it true that you can do things cheaper than commercial printers because you don't pay taxes, nor rent, nor do you charge off anything for depreciation?"

G.P.O. Has Expenses, Too

"I'm sorry I did not bring with me my charts showing a hypothetical cost analysis and a comparison with commercial plants," answered the speaker. "Of course, you are right that the Government does not pay taxes to itself, but the Government Printing Office has other expenses which commercial plants do not have. According to our labor contract every employee is entitled to twenty-six days vacation with pay in addition to fifteen days a year for sick leave. We must also have one pressman to each press, regardless of size. Then we have on our payroll 1800 disabled veterans of the world war who have priorities. While we do not charge off depreciation, we have to figure in the expense in the replacement of equipment which is charged the same as depreciation. Remember, the Government Printing Office does not get any appropriations from Congress. We work on prospective sales based on the appropriations for printing voted to the various Governmental departments and agencies which are our customers. We must operate so that at the end of the year we will not have any deficits, hence the necessity for our having an accurate cost system. And, unlike any of you operating your own business, we cannot carry over at the end of the year any surplus we might have. On each July first we start all over in business without any money. On several occasions I have had to borrow money by authority of Congress during the war emergency to pay for pressing bills, but that borrowed money had to be repaid. So considering all the factors involved, our costs, even without the items of rent, taxes, and depreciation are about the same as yours in commercial plants. Our management problems are also the same."

Answers to Congress

Mr. Giegengack said that the Public Printer is directly responsible to a joint Congressional committee on printing, composed of three members of the Senate and three of the House of Representa-

tives, which committee acts as a sort of board of directors with "power to institute measures necessary to remedy any neglect, delay, duplication, or waste in public printing and binding." He said that the committee decides upon all major policies and important matters of administration.

No Plant Expansion

The Public Printer denied that the Government Printing Office was expanding its plant facilities. He told the audience that when the national defense program began to get under way late in 1940, the management foresaw gradual increasing demands for public printing. The question was faced as to whether the plant should be expanded in proportion to the estimated increased demand, or if the demand should be met through an arrangement with commercial printers. (At the outset of his speech, Mr. Giegengack said that when he used the word "printing" he included letterpress, offset, gravure, and other processes.)

"If the plant were expanded we would find ourselves at the close of the war with facilities in excess of peace-time needs," explained the Public Printer.

Urges Standardized Forms

One man in the audience proposed that standardized forms used by the W.P.B., O.P.A., and other agencies, be released so that printers throughout the country might obtain the right to produce and sell them. Mr. Giegengack replied:

"There are now thirty-five printers in different parts of the United States that are doing that very thing. The original order is done by the Government Printing Office and specimens are sent out. The forms are then duplicated by these printers at their own expense and sold by them to their own clientele. We have nothing to do with their business operations but we have received complaints from business firms who object to paying for the blanks which they are obliged to use in quantities. They contend that the Government should furnish them free of all costs. The number of printers who may handle such standardized forms is not limited. We do not tell them where they might sell them. It is strictly a business proposition on their part."

Sends Questionnaires

In answer to a question as to how contractors are chosen, Mr. Giegengack explained the system thus: "As the first step in securing information from the industry, questionnaires were sent to printers, lithographers, and local and national associations. Among other things, the questionnaire requested the name and location of the printing establishment; volume of business transacted; distribution among general printing, stationery, periodicals, year books, posters, forms, catalogs, books, tariffs, direct mail advertising, and specialties; number of employes and types of equipment in the composing, platemaking, press, and bindery units; and other facts essential to placing outside printing and being assured of efficient performance and economical costs. The replies as received were classified and coded. A convenient reference file was established so that effective selection could be made for circularizing printing establishments according to area, type of work handled, and capacity."

Explains Bid Procedure

He further explained that all qualified printers were placed on a schedule maintained for prospective bidders.

"In an average size job, eight or ten firms will be selected for circularization in the order in which the names appear in the file. On the next job a new group of names will be selected in the same manner and so on until the list is exhausted. On large jobs calling for war manuals, forms, and so forth, where utmost speed is essential, the same system of rotation is followed, except the list is necessarily restricted to establishments having facilities definitely known to be capable of producing the job before the due date. Where various points of distribution are specified on large orders the work may be divided into a number of separate contracts so as to place the printing at or near the point of distribution. Again, where a requisition specifies a single delivery point, as, for example, a navy yard, air field, or arsenal, the list selected includes only the nearby printers.

Other factors influencing the circularization of bidders include per-

formance on previous work, the need for conserving shipping facilities, nearness of source of supply of paper, and other considerations. Any one of these may have an important bearing on the composition of the list, the principal objective being to procure the printing under the best arrangement at the lowest cost to the Government."



WHEN TIRES WEAR OUT... USE MORE PRINTING!

Many manufacturers . . . wholesalers . . . retailers are curtailing salesmen's routes . . . cutting down frequency of trips . . . eliminating out-of-the-way calls . . . to cooperate with Uncle Sam in saving rubber.

—

Within the next six months, thousands of salesmen's automobiles, whose tires are good today, will be jacked up for the duration because the tires have worn out. This will, of course, mean still more infrequent calls on regular customers.

—

We can help you devise a program that will keep your name and your products before your customers and prospects. We will help you promote the products or service you expect to sell in the future—even though they may be limited in quantity right now.

—

When your tires wear out **USE MORE PRINTING.** It will keep alive your present business friendships . . . and develop new ones . . . and place you in a position to "CARRY ON" after peace is declared.

—

MOSS Printers
Lithographers
Planographers

2629 LOCUST, SAINT LOUIS



Copy for above is from a Moss mailing piece

Ship Printing by Sub!

Mr. Giegengack mentioned that printers who get rush orders for reruns of jobs previously delivered have criticized the management of the Government Printing Office for their "shortsightedness" in not having ordered double in the first place.

"We can't tell those printers that the printing involved was part of a cargo consigned to our armed forces in some distant land, and that on the way the ship was sunk," explained the speaker. "It can be told now, but we could say nothing about it before, that we shipped printing to embattled Corregidor in a submarine."

In referring to the quantity of printing ordered from outside commercial plants since the defense program was started, Mr. Giegengack said that a total of 3,721 contracts had been awarded to 475 contractors for services of a value of \$7,150,986, which did not include the cost of paper, plates, and binding materials furnished by the Government Printing Office. He estimated that before the calendar year closes a total of \$10,000,000 will have been let in contracts. He estimated that this total added to the total of printing done within the Government Printing Office itself was only about 2 per cent of the total of printing done by commercial printers in the United States. He said he quoted the figures to show that money expended for operation of armed forces was not proportionately as much as that spent for civilian activities, nor was it anywhere near the proportionate sum spent for other war supplies.

Wants Record Clean

Several times during his formal speech and later when he spoke extemporaneously, Mr. Giegengack referred to investigations that have been made after wars. He specifically directed attention to an investigation that followed the first World War concerning methods employed in placing outside printing contracts, and he remarked that he was trying to avoid errors made during that other war. In talking about this to an army officer, he said he remarked that "as long as there is a democracy, there will be a Congress, and as long as there is a Congress, there will be investigations; and I want my record clean."



By **FORREST RUNDELL**

• WHAT sales messages are advertisers using these days when most of their product is going into war goods? What types of printed messages are we likely to sell, now that so many industries have little to offer the general public?

In search of the answer the writer studied a collection of recent advertising pieces. All were interesting and all were examples of the trend of war-time advertising. Leaving out technical details—the pieces were all well printed—the writer noted the following messages.

ALL OUT FOR DEFENSE. 48 pages and cover, 9½ by 12½, put out by the American Telephone and Telegraph Company. Contains more than 150 illustrations of different war activities of industry and of the armed forces. The foreword says in part: "This book is for Bell System Employees everywhere. There is no part of the nation's defense effort which the telephone does not serve."

THE STRONG SHALL BE FREE. 32 pages and cover, 9 by 12, International Harvester Company. Contains over a hundred pictures of the company's products in war use. From the foreword: "The words and pictures on succeeding pages have been assembled with the one thought in mind, to furnish employees, stockholders, dealers, and the public a complete and connected story of International Harvester's part—up to now—in the arming of the United States."

BEHIND THE SMOKE OF INDUSTRY. 24 pages, self cover, 12 by 10. Warner and Swasey. About forty pic-

tures show their lathes producing war material and also illustrate war equipment which their lathes had a part in building. Their message: "Our entire resources and efforts are devoted to one purpose—to win the war by making America strong."

"CATERPILLAR" DIESEL . . . ON GUARD! 32 pages, self cover, 8¼ by 10¾. Caterpillar Tractor Company. Over sixty illustrations show the company's products in war use. Part of their story: "Over 20,000 'Caterpillar' men, in factory and in field, are getting in good, hard defense licks by building the thousands of 'Caterpillar' Diesels demanded by defense construction and armed forces and by making service available to those thousands of machines already on the job."

ARE YOUR MACHINES RUNNING A GOOD RACE WITH MINUTES? BOOST YOUR DEFENSE PRODUCTION WITH GULF INDUSTRIAL LUBRICATION. 12 pages, self cover, 9 by 11¾. Mostly illustrations. Shows a wide variety of defense and industrial activities where production has been increased by better lubricants.

PLYMOUTH ROPE EMERGENCY SERVICE BOOK NO. 2. 16 pages, 6 by 9, with twelve-page booklet 3¼ by 6 tipped on page 8. This is a comprehensive discussion of the rope situation as affected by war restrictions and by Japanese seizure of sources of raw materials. Page 16 is a cartoon of a captain on his boat saying: "So long, fellows, be seeing you after the war." Copy under the cartoon: "The 'Ship Brand' Skipper is serving Uncle Sam now, but he'll be back one of these days with plenty of Plymouth Manila Rope for Everybody."

PARTNERS IN REVERE. 36 pages and cover, 7¼ by 4½. An employee book. Foreword by the president is entitled "To my fellow partners in Revere." Book gives the new employee complete information about the company, its organization, its products, and policies. Also complete rules and other information affecting the employee himself. Obviously intended to facilitate the rapid absorption of a large number of new employees into the company.

THE A B C OF FAFNIR'S JOB FOR DEFENSE. 16 pages and cover, 5½ by 8½. Foreword says: "So many of you have asked just where Fafnir Bearings go—who uses them—what machines rely on them—how they fit into the National Defense picture—and what we are doing to help in the job that confronts the whole country—that we believe this little booklet will be interesting to you as an attempt to answer these very questions." A clever touch is given by describing the uses in alphabetical order, heading each division with a line sketch of a child's alphabet block. The letter is shown on one face and a small sketch of the bearing on the other.

Preparing Now for PEACE and PLENTY of Aluminum. 6 pages 8½ by 11, self mailer. Reprints four recent advertisements of the Aluminum Goods Manufacturing Company. Copy says in part: "Insuring future sales for dealers by maintaining MIRRO consumer good will now. When the emergency has passed and the production and distribution of aluminum is resumed, dealers will find MIRRO still well established in the minds of their customers—still accepted, demanded, as the finest aluminum."

THE CORNER DRUGGIST SAYS: (Daval Rubber Company) A series of 5 by 8 mailing cards, one for each month. Contains a monthly calendar and promotion ideas for that month. Principal feature is an illustrated message that shows the druggist different ways in which he can conserve rubber goods by taking care of his stock and discouraging unnecessary purchases.

HOW TO HELP NATIONAL DEFENSE AND GET MORE MILEAGE FROM YOUR TIRES. Firestone Tire and Rubber Company. 36 pages, 3½ by 6¾, in four colors. First half of booklet gives detailed directions for saving rubber and gasoline by careful driving and upkeep of car. Second half lists and illustrates the various products made by the company.

Try some of these messages on your customer who "doesn't think he has anything to advertise." He may decide that he can use something like them.

THE INLAND PRINTER for June, 1942

RUBBER PLATES MAY SPELL *Victory!*

How Economical, Shop-made Rubber Plates Can Be Used to Ease the Metal Shortage and Produce Better Work Efficiently

By John N. Cronk

ALTHOUGH RUBBER PLATES used in printing solid colors are not new, few printers have utilized the many advantages of these inexpensive plates. Under war conditions, however, printers are finding it necessary to cut costs and at the same time to maintain production. Rubber plates help do both.

To illustrate, a small midwestern printer was given the job of imprinting a million doughnut car-

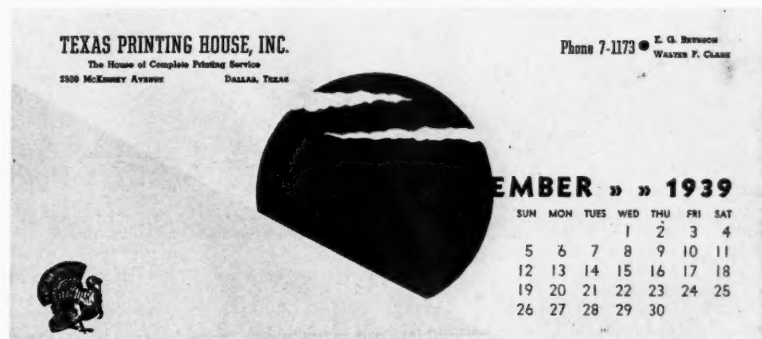
Editor's

● No apology is offered for publishing this article on rubber plates, repeating though it does what has been published in THE INLAND PRINTER now and then for years. Too few printers—and advertisers, like Mr. Cronk—have taken, and are taking, advantage of the economy and speed features of the hand-cut rubber plates, a Godsend in the many instances like the change in price required on the carton at the right. Rubber is “gold,” but one may still get it prepared for cutting plates. There’s someone in your shop—and it may be you—with the native ability and initiative to cut the plates. More on this subject will be found in our July and August issues. In the latter Mr. Cronk will explain in detail where and to what extent rubber plates have saved him money.

Note

tons. The cartons were of the collapsible type and had the price printed in large figures in as many as six different places on each. The customer, a bakery, discovered it was necessary to change the price immediately on the cartons, and yet have a quantity of them within forty-eight hours!

The printer took one of the cartons and in two hours had cut out of rubber the desired circles to block out the prices. The same afternoon several plates were blanking out prices on cartons and other rubber plates had been cut with the new price in reverse figures to be printed



Rubber plates printed the two colors on this attractive blotter of the Texas Printing House, of Dallas, Texas. A third color, black, was printed by type. The sun disappearing over the horizon is in a light russet, and the other color, which appears but faintly here, is the horizon itself, a very light olive. Body stock is light blue. The result is pleasing



How rubber plates came to the rescue of a doughnut manufacturer who was obliged to increase his price. Pictured is the folded carton which held a half-dozen doughnuts and also served as counter display, the price of 10 cents prominently shown. The carton was of no use to the manufacturer unless the price figures were changed, a job that rubber plates did



Here is shown one type of the salvaged cartons, which not only saved the manufacturer a large sum, but resulted in a nice bit of business for the printer. The figures were printed in red, so half-moon rubber plates were cut and the area printed solidly in red. Then similar plates were cut with the figure 12c showing, and the new price was printed in reverse in black over the then-blank semi-circular areas of red. Typical of the uses of rubber plates

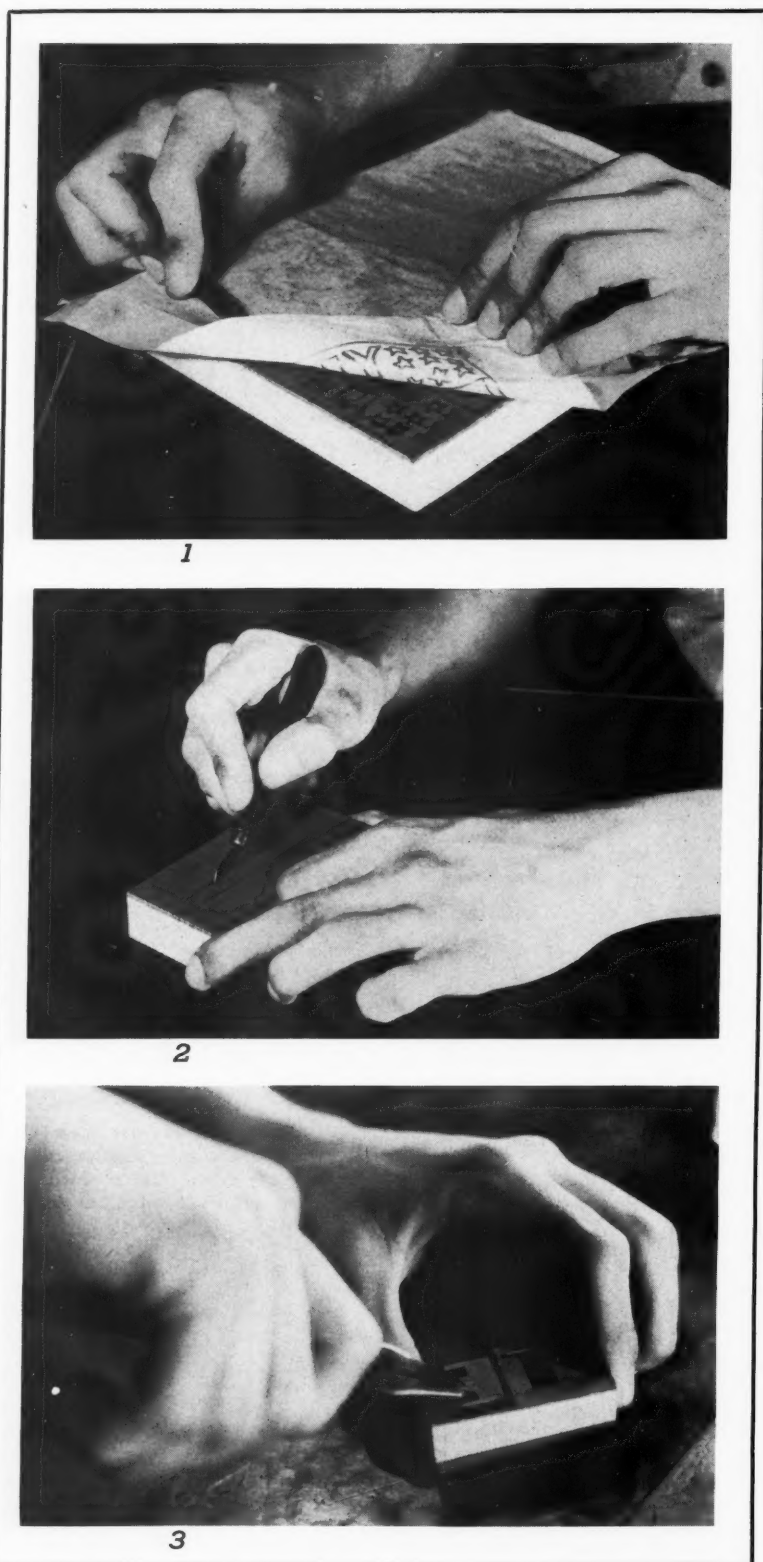


Fig. 1—After finished sketch is made on tracing paper, the drawing is transferred to the rubber plate by rubbing. Fig. 2—Method of holding block and outlining subject with cutting tool designed especially for rubber plates. Fig. 3—After subject has been outlined, rubber which is not to be printed is stripped away with pliers. Fig. 4—When first block has been cut—and this block should be the color which borders or covers the largest part of the plate—it is locked in a press, inked, and the impression offset onto the tympan. Fig. 5—A new rubber plate is locked in the same position as the first plate and the impression from the first plate on the tympan is offset back

in black over the block out. The completed job showed practically no evidence of any change. Delivery of the cartons began within the required time, and a large investment was salvaged.

It should not be overlooked that because these cartons had been printed, die-cut, and folded at the factory, they were quite uneven in printing height . . . but this did not present a problem to the pressmen, as the rubber plates easily absorbed the differences in the thickness of the cartons.

This example is only one of many prevailing under present conditions. Prices (regardless of ceilings) are fluctuating . . . some up—some down . . . and are resulting in numerous changes in the buying habits of many of your customers. This can be illustrated by the requirements of one of the largest creamery packaging companies in the country. Where it was previously possible to order large quantities of cartons printed at the factory, poor deliveries of private-brand imprints, as well as other conditions, have resulted in having many of the cartons imprinted locally. Many large concerns are utilizing their local printers for this work, and rubber plates are playing an important part in blocking out old prices, incorrect names, *et cetera*.

To the printer who has been using rubber plates, there is no question of their value in everyday jobs. This was impressed upon the writer when he recently visited Andy Chuka, novelty printer of Phoenix, Arizona.

When Mr. Chuka was asked what he thought about rubber plates he replied, "Look at these cases full of rubber plates and you have the answer for yourself." He continued, "Most of those plates are the result of a suggestion on my part; for instance, a person wishes to buy some letterheads and I show him how he can have an individualized initial block, design, *et cetera*, without the cost of a cut! In practically every instance he is interested and, after showing him several samples, he usually buys the second color. It is easy for me to cut out the design in

rubber, and the cost of the material is negligible. The customer is always pleased with personalized letterheads, and when he is ready to reorder, he always comes back. Other printing orders are often the result of the use of rubber plates and they have led to some of my largest orders."

What Andy Chuka said is true, and the writer has seen it work in several plants . . . wherever individuals will take the initiative to use their hands as well as their heads!

Many printers have overlooked the value of rubber plates for printing solid colors. Before discussing the methods of cutting rubber plates, let us first consider how these plates can both save and make money for you in your plant:

1. *Low initial cost.* Rubber plates mounted on type-high wood blocks cost approximately two cents a square inch.

2. *Speed*—plates can be made in a few minutes time as rubber can be sawed to size and cut in your plant.

3. *Makeready*—since rubber plates are pliable, they can be made ready in the shortest possible time. Rubber plates will print better on rough stock and over folds, as encountered with cartons, bags, and envelopes.

4. *Life of plates.* Don't be afraid of the rubber plates wearing out quickly, they don't.

5. *Printing quality.* Ordinarily, ink will lay better when printed from rubber plates, will not change color, and the tendency to mottle can often be eliminated.

6. *Easier to sell second color.* Often a customer will buy a second color if rubber plates can be furnished quickly at low cost. In fact, when sending a proof of a one-color job, it can be easily proofed from rubber plates with a second color (simple tint blocks) to show effectiveness of color.

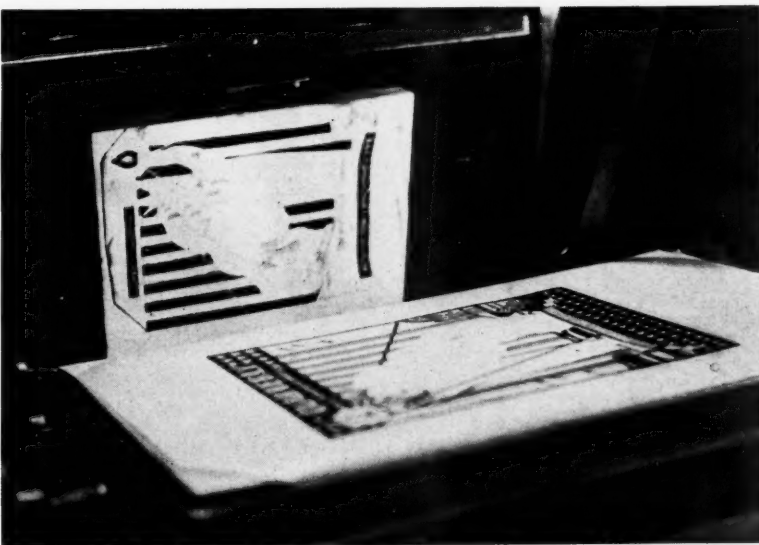
As you use more and more rubber plates, you can see how all of these points seem to work out on most jobs. And there is no reason why practically every printer cannot use them even if for nothing more than printing solid colors!



4



5



6

to the new plate to obtain the correct register for cutting the second color plate. Note the position of the inking roller, so arranged as to permit the chase to be slipped into the press without inking the surface of the block. Fig. 6—After the second block is cut it is then inked and offset onto the tympan. Impressions of the first two colors are thus transferred back in order to permit the cutting of the third color block to register. Pliers which are used, as shown in Fig. 3, should be equipped with fairly sharp points to facilitate grasping the small corners of the piece to be stripped away. Knives and all other cutting tools should, of course, be kept well sharpened



An intricate example of rubber plate cutting with three colors, red, blue, and black

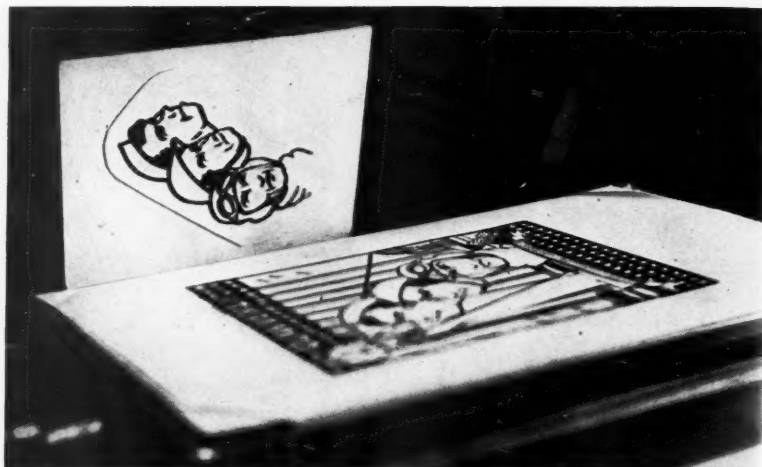


Fig. 7—Third block, after being cut, is then offset onto the tympan in order to check the register of the final plate. Considerable care should be exercised at this stage of work

If you think it is difficult to cut rubber plates, just listen to this. In a visit to the graphic arts department of the Senior High School, Tucson, Arizona . . . here is what Otis H. Chidester, director of the department, had to say . . . "We consider the cutting of rubber printing plates an important step in training students in the art of printing."

Mr. Chidester is doing an exceptionally fine job in teaching his students the practical aspects of printing, such as the cutting of rubber plates. After the writer had examined a number of pieces printed from rubber plates . . . some of them full-page covers in three colors . . . several pieces were se-

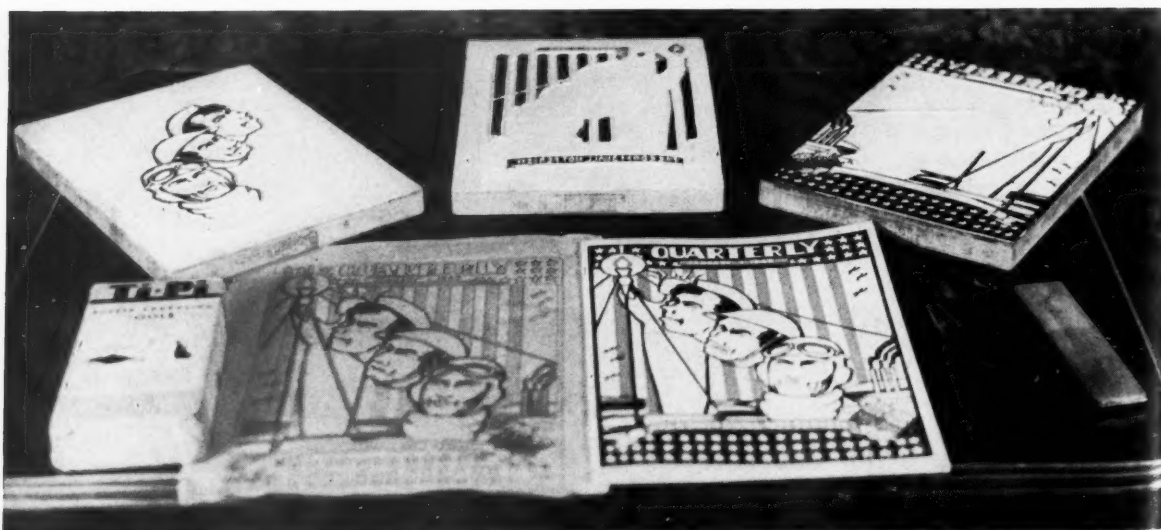
lected and the question asked as to how much training the students had had in cutting rubber plates. Mr. Chidester did not hesitate to say that many of the pieces were the first plates cut by the students. It showed that not one student, but many students in his classes were cutting rubber plates, and they were not cutting simple designs but often the subjects were difficult illustrations. If students can do such fine work . . . without the incentive of financial return . . . it should be easy for progressive printers!

Your next question might well be . . . "If it is so easy to cut rubber plates, just how is it done?" The answer is that there are two general methods used in cutting rubber

plates where more than one color is used. Naturally, it is a simple matter to saw out square tint blocks or to cut illustrations in one color.

Of the two methods used to cut rubber plates in more than one color, the first can be used by any printer who has a press, and who doesn't? To explain how these plates are cut, Mr. Chidester has very kindly presented us with a series of photographs . . . made by the students themselves . . . which clearly explain the first method.

EDITOR'S NOTE: In the next issue of *THE INLAND PRINTER*, the writer will continue this article and give complete details of the second method whereby rubber plates are cut to register with halftones and type in general printing.



In this illustration are shown three blocks—the finished cover, also shown at left above; the original drawing, and tools which were used

A Zoological ANALYSIS of Association Membership

Editor's Note

Coöperation instead of competition is now the life of trade, and group action today is essential to business survival. In the accompanying article, Mr. Kiechlin explains humorously exactly why!

by A. C. KIECHLIN

TODAY, group action is essential to survival in business, whether it be the selling of roses or printing or pork tenderloins. Coöperation, not competition, is now the life of trade. As in peace-time, this coöperation blooms to fullest flower through the medium of an association formed to elevate the standards of business or craftsmanship. But this pooling of interests must be developed to a greater degree than heretofore, if expectations are to be realized, if free enterprise is to survive the war, if war-time ersatz problems of trade or craft and post-war economic enigmas are to be adjusted satisfactorily.

In twenty years experience as a business analyst, we have interviewed many members of local and national associations in many different fields. What has impressed us most with this animalia is the different attitudes and reactions displayed toward association work by individuals ostensibly united for coöperative effort toward a common goal. As we see it, members of business associations and those covering the crafts fall into these general classifications, which we offer with malice toward none but with the sincere wish that remedies be effected where remedies are needed most. "In unity there is strength" is an adage of paramount importance today and its sentiment must be the foundation upon which all association activities are based.

1 THE WHEEL HORSE

An association member who appreciates the value of teamwork and realizes that coöperative effort gets the load to the top of the hill. The wheel horse is always in harness working for association betterment, formulating instructive programs, enlisting authorities to talk on various phases of graphic work; he never needs the whip. The mechanical processes that have replaced the slower motions of "makeup," the changes that have revolutionized the color-printing field, and other improvements in the graphic

arts, have come to pass largely because the wheel horse took the bit in his teeth and educated those fellow-craftsmen who were too mulish to scrap the outmoded and replace with the new. Out of this war will come many substitutes, some of them will carry over to the P.W.P. (Post-War Period), because they are better than the methods replaced—and you can bet on the wheel horse to do his part in solving these problems for the benefit of all. He knows that pulling alone gets him nowhere, but that brains, skill, and money pooling together is horse-sense. Often he makes sacrifices to the detriment of his own business and health, unselfishly tugging at the traces for the common good. Unhitch the wheel horses and into the rut goes the association.

2 THE FLEA

Jumps on the membership rolls one year, jumps off the next, a live hep-cat today, a dead canary tomorrow. Usually "joins up" after the association has pulled a master-stroke of some kind, such as an amendment to the constitution providing for a council of printers and representatives of allied industries for the purpose of working out mutual problems begotten of war conditions or to buzz in on some particularly effective research done by an educational committee in his craft. After the storm passes or his current need for enlightenment in the graphic arts is satisfied, he discontinues membership again. If he is lucky to survive, he does his flea act whenever propitious, and so on *ad infinitum*. The flea never discontinues his fire insurance but proficiency insurance—that can do a fade-out anytime. From our contacts with the flea, we find that usually the reason for his on-again-off-again proclivities

is his desire to save the money on membership expense but his actions indicate to anyone with an I.Q. above a waltzing mouse that the flea is blind as a bat.

3 THE POUTER PIGEON

Remember the spoiled child who picked up his marbles and went home when the game didn't suit him? He has grown up, gone to work, and joined a trade association. But his mind still works the same as in his marble days. He is still a spoiled child. Toward all cooperative efforts on the part of his broader-minded fellow members he displays petulance, criticizes, is defiant, or apathetic. He shows his "independence" by refusing to attend meetings, withholding support when support is needed most, but quickly criticizes the busy bees working continuously to right wrongs and to bring more milk and honey to all. The pouter pigeon forgets the constructive association work which benefits him every day but regarding fancied slights or minor errors, even in the distant past, his memory is elephantine. Although he cashes in on the benefits of his association, he always complains, "We would have made greater strides if things had been handled by more competent men." Often the pouter pigeon becomes a flea, then his excuse for deserting the association band-wagon is, "I didn't like the fellows running it," "I can get along without it," or, "It never did me much good anyhow."

4 THE SLOTH

Receives favors, renders none. Joins an association only for what he thinks he can get out of it, not realizing that you get out of an association what you put into it—with interest. Direct benefits, such as practical methods of effecting war economies or means of improving craftsmanship from semantics to printing on lacquered metal, are easy to trace to source, but it is hard to compute indirect association benefits, which are often most important. Many association members have told us that affiliations made through contacts with other members and their friends have helped them solve many problems in peace-time and improve typographical standards. Since Pearl Harbor, these indirect benefits should prove even more valuable because of the need for revamping many peace-time operations to fit into our war-time economy. Through association services, at club meetings and conventions, members capture that *rara avis* of progress—new ideas and fresh viewpoints which every business man must have.

5 THE NIGHTINGALE

Belongs to an association mainly to get a chance to warble "Sweet Adeline" with the usual accompaniments at conventions and local shindigs. Seldom asks for or digests advice given in educational research bulletins and trade papers on such subjects as "Typography and Design," "Gearing plant management to war conditions," "Offset plate making and printing," "New materials and processes under war economy," procurable for the asking. From observation, we find that the nightingale's technique

or organization usually looks as old as "Sweet Adeline." But, being a good mixer, he has been able at times to evade failure's trap without association aid. That was yesterday. Today, he had better play modern jive.

6 THE CHAMELEON

Attends meetings more to find out what others are doing than to offer cooperative services. Swears undying cooperation "for the good of the printing industry," or "to help my fellow-craftsmen," whenever the local boys get together to discuss their problems, but he forgets all about it the next day and does as he damned pleases. The chameleon is the first to slash prices indiscriminately whenever the green light appears and to do other things that undermine cooperation and destroy faith in the attainment of objectives without which no association can succeed.

? Now, a word about the OSTRICH

This bird is always howling about difficulty experienced in solving some problem, from overhead control to spot carbonizing. Oblivious to the existence of such instructive mediums as the "Share-Your-Knowledge Review," read by 6,500 craftsmen and embracing 647 articles appearing in sixty American trade journals, including fifty-five articles published in *THE INLAND PRINTER*, listed in the abstract and index, the ostrich keeps his peepers way down under. He doesn't know that progressive printers and craftsmen get together periodically to solve their problems, which are replicas of the same problems that make him pull out his tail feathers in desperation. One such group, for example, is the "Amperstands" of Philadelphia, a round-table organization to promote graphic arts activities and discussions at meetings. But the ostrich never "joins up" and seldom digests his trade paper, even if he subscribes, but continues to hide his head in the sand under the false assumption that the big, bad wolf of bad business management and inept craftsmanship won't dig in after him. Our investigations have shown that the ostrich usually can afford and is eligible for membership in a responsible association, his record is clean, yet, he never tries to get out of the jungle of bad management via that dependable twin highway—trade association and trade paper.



THE INLAND PRINTER for June, 1942

The Proofroom

BY EDWARD N. TEALL

Questions pertaining to proofreading are solicited and will be answered in this department. Replies, however, cannot be sent by mail

Word Mints

I found a good deal of interest in your article on "Coining Words" (January), and agree with your feeling that "detenee" is one that will not gain public approval. The public won't know what it means till the dictionaries get around to explaining it. But if Immigration and Naturalization had taken the real root word instead of a derivative, and given us "detainee," even our apprentices would have gotten it, and there would have been a real addition to our stock of words. You are doing much to save us from the quirks of the pedantic pronunciation "experts." Keep the good work going!—*California*.

California, here you come—and you're always welcome when you come here. Yes, "detainee" would have been much more understandable and therefore much more acceptable. It would be more in line with our American way of doing things. It seems that if the Government has any bureau qualified to mint us a new coinage of words, it is not Immigration and Naturalization. And wouldn't it be swell if the pedants would drop us a line now and then? By the way: "pedants" broke at the end of a line, and puzzled me. I had to check: it's short "e," "ped-ants." (But, "pe-dantic.")

British Style

Is it really as hard as they say to proofread an English-style text?—*Ohio*.

It truly is not easy. You get the -our and -re words readily enough, but such words as "check" for "cheque" are apt to slip by.

A Headline Teaser

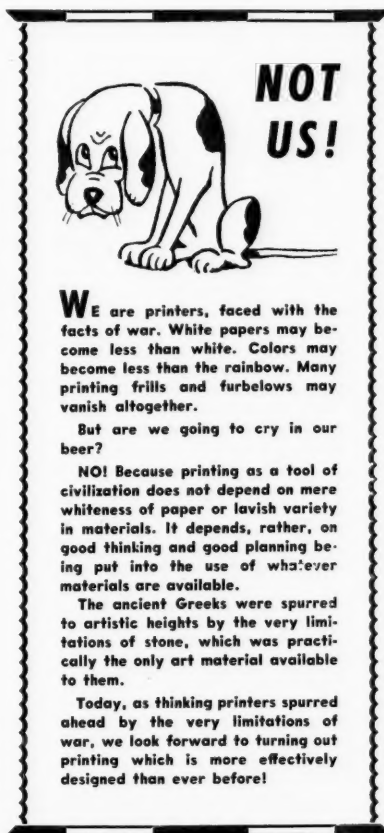
I saw a headline about "Adult Bicycles." Please, can a bicycle be adult?—*Tennessee*.

This is a gem of purest ray serene. "Adult" here is not an adjective modifying "bicycles." The meaning is not that the bicycles are adult, but that they are bicycles for adults, not for children. This is a perfectly bee-uti-ful example of my *noun of identification*, one of the best and most convincing I have ever seen.

A War-Time Atrocity

Here is a sentence I found in the editorial page of the *New York Times*, and it gave me a jolt: "An exchange for the redistribution of outgrown children's overshoes has just been opened." What do you think of that?—*Rhode Island*.

Yes, that sentence was in the daily edge column, "Topics of the Times." It reminds me of that old grammar school catch, "For sale, a piano by a lady with mahogany legs." You would not expect to find such expressions on the august editorial page of the *Times*. Even in war time, children should not be outgrown. Overshoe casualties are endurable, but let's spare the kids.



The above panel was adapted from copy which appeared on a mailing piece distributed by the E. F. Schmidt Company, Milwaukee

Mindslips

You have frequently spoken in your department about the need of alertness and the danger of letting the mind get into a rut, when reading proof. Please give an example to show just what you mean.—*Wisconsin*.

I mean something more definite than the familiar fact that a sleepy mind is unreliable. In proofreading the danger is definite. The unalert mind accepts a word if the word is spelled correctly—and does not check whether it is the right word or not. Like this: The word "monument" was set as "movement." It passed successive readings, and got into the book that way. Then everybody saw it. The minds of the proofreaders were working mechanically, watching for typos. When your mind begins to lag, it is worth a few moments of time to pause, stretch, relax, and take a new start. The mind is not a mere machine.

Cap Carefully

You would write Ohio River, Hudson River; why not the Ohio and Hudson Rivers?—*Indiana*.

Lower case in the plural—Ohio and Hudson rivers—is the almost universally accepted practice.

"Fist" Copy

Can a printer turn down handwritten copy?—*Wisconsin*.

It's a deep question. The focal point, it seems to me, is this: on all handwritten copy the customer must take the responsibility.

That Useful N. of I.

You have done a lot of chattering about your noun of identification, both in the department and in your book "Putting Words to Work." You have interested me, but you have not convinced me. Can you give one single example of the "N. of I." idea having been of real practical service?—*Michigan*.

Well, sir, I'm not convinced that you are willing to be convinced, but—here goes: I used to be bothered by the expression "citrus fruits." Webster says this is use of the noun "citrus" as an adjective. It also gives

"citrous" as an adjective. To me "citrous fruits" is noun-plus-adjective, but "citrus fruits" is noun-plus-noun-of-identification. If I had seen it that way years ago when I first encountered the expression, it would have saved me a lot of bother.

One Line Out!

I think one of the hardest things for a proofreader to catch is the missing line. The text seems to run along smoothly, nothing gives the reader any warning—and when the job is finished, somebody discovers the reader has skipped a whole line. Then, is there a rookus? There is!—*Missouri*.

Yes, the lost line is a trouble maker. Here's a good example, from my scrapbook:

The output in 1930 was 1,000,000 pounds; the highest ever.

That certainly reads along all right; there is nothing at all to warn the reader to be especially alert.

But this is the way it should have been:

The output in 1930 was 1,000,000 pounds; in 1931 the production was 1,250,000 pounds; the highest ever.

The first conclusion is, It's always dangerous to read without copy; the second, You can't be too careful and painstaking in watching for variations between proof and copy. The types are treacherous.

Can But—

Under "Can But," you state: "It's fun trying to make one's way through the twilight zones of grammar." My dear sir, the "twilight zone" is conspicuous by its absence. This expression is out in the open of strictly grammatical construction. The "can not but" is in line with the merchant who advertised "We do not only advertise these bargains but we have them."—*Oklahoma*.

My friend, I can but—I cannot (do anything) but—say that you miss a lot of worry when you can settle things so quickly and easily. You miss some fun, too.

News Is—

We saw a headline: "President's Mother Died Sunday." Sunday was yesterday. We, as editor and publisher, think it should have been "dies." News is is; was is history.—*Michigan*.

And that is the prevailing usage in modern American journalism.

End of Continuity

What do expert readers do when interrupted?—*New Hampshire*.

It is customary to make a mark showing where you stopped—then to go back a few lines, re-read, and go ahead.

Meet Mr. Hyphen!

Do you use a hyphen in all compound adjectives?—*Oregon*.

No, I do not; to do so would be to overload with hyphens. I use the hyphen when it prevents possible misunderstanding.

This, That, and the Other

Do you like the series comma?—*New Jersey*.

If you mean the comma before "and" at the end of a series—no, I don't. But the style "a, b, and c" is almost universal.

Proofroom Pitfalls

We had a discussion about what a proofreader has most need to guard against. What would you say is the greatest threat to good work?—*Ohio*.

There are many ways to get into trouble. I would say the surest of them all is the danger of becoming mechanical, unalert. A typo is easily

caught, but a wrong or misfit word, if correctly spelled, slips by with ease: A line out often leaves a combination of words that seems to make sense. The reader's mind must be incessantly challenging. A drowsy reader can't be a keen reader.

Or, As They Say, "Oke!"

Is your "okay" recognized in Basic English?—*Delaware*.

I think not. But—it's a GOOD word; it turns a symbol (OK) into a real word, which can be used in various ways: I give the plan my okay—I okay the plan—the plan is okay, it has been okayed.

What Do You Work For?

I am something of an educated ignoramus. Have a Harvard degree, and all that. I don't get what I think I'm demonstrably worth. What do you, a successful man, think of that state of affairs?—*Massachusetts*.

Boy! What do I think of that? Me, a successful man? Well—I am making one-third of what I call "normal"—and thanking God for it. Perhaps someone is profiteering on us—I don't know. But if you can keep your head above water—SWIM—and be glad you keep going!

Rezoning

This, in the WPA Guide for California, was hard reading to me: "Steps were being taken for rezoning."—*Ohio*.

You are not a word-waster, are you? Obviously, "rezoning" is the trouble-maker. It looks like a bad attempt at "reasoning," but would be easier to get if hyphenated: re-zoning. Even if I wrote "reread," "rewrite," "reelect," I'd break my style rule and give the reader the convenience of "re-zoning," just as I would distinguish between "recover" and "re-cover," "reform" and "re-form." It seems to me that would be the friendly and helpful way.

Rivers

I print the Missouri River, the Mississippi River. Should I print "the Missouri and the Mississippi Rivers," or "rivers"?—*Oklahoma*.

My ruling would be for the lower case: the "Missouri and Mississippi rivers."

Quirky!

If Mr. Williams has a house, is it "William's house," "Williamses house," or "Williams's house"?—*New Mexico*.

It's "Williams's house"—or, in the plural, "the Williamses' house," house of the Williamses. "William's house" is the house of William.

Copper Rivets

BY O. BYRON COPPER

Some printers would worry—even over the fact there was nothing to worry over.

"The lives of great men only remind us"—how far from sublime are our own.

The mere fact you differ in opinion with the other fellow is no valid reason for despising him.

A printer short on judgment is prone to be long on talk.

Success is the culmination of many small undertakings well done.

Lucky, indeed, is the printer who learns, in his business, there's no such thing as luck.

Enemies are like overhead expenses; nothing much can be done without incurring them.

At twenty, nothing short of a fortune looks like success; at forty, a man deems himself a success if he's making a fair living.

Say less, and you'll not only think more, but others will think more of you.

In making a speech, as in driving a car, stopping is quite as important as starting.

BUSINESS BUILDING Bird Blotter No. 10



● Look over your desk; what do you see that you use almost constantly, would be highly inconvenienced if it were not there? Why, a blotter, of course.

Now a blotter seems a trivial thing, intrinsically, but right after you've put your "John Hancock" on a sheet of paper, it comes in mighty handy. And when you slap it down on that wet ink, you look at it; perhaps idly,

but you DO look at it, and what's more, you'll look at it a dozen or more times a day.

And friends, anything that you look at that many times is BOUND to make an impression of some sort. Furthermore, a blotter will catch a man when he's in a receptive mood. It's right after he's signed his name with a flourish, and as nothing looks so good to anyone as the sight of his own name, he's feeling pretty good

when he uses that blotter. Consequently the blotter enjoys an advantage shared by few other forms of advertising.

So now we've got our man feeling good, and the blotter occupying an enviable niche in his consciousness, so it should be a GOOD blotter, shouldn't it? One that will prolong that mood, take advantage of it to get in a few good advertising licks on its own.

That's where we come in. Our bird blotters, the entire series, were developed with that end in view, and, judging from reports we hear, they're performing an exceptional job in getting in those vital "few licks."

If you went to an advertising agency and had a comparable series worked up for you, imagine what THAT would cost! And then consider what you can get because you are a subscriber to THE INLAND PRINTER—the entire series of blotters for just the cost of the electros!

Cost of electro for the black part of above illustration is \$3.25; electro for color part is \$2.25, and the charge for both electros—for a real, bang-up job—is \$5.25.

KEEP PECKING AWAY THE BLOTTER WAY . . . IT'S BOUND TO PAY

the blue jay reminds us . . .

★ of so much printed selling matter that clogs the mails these days—loud, raucous, ubiquitous, and totally lacking in subtlety. His strident voice and flashy plumage force attention, but it is not the sort of attention that sells. When planning your next printed sales campaign, keep the blue jay in mind. Or, still better, let us help you. Let us show you how skill and experience can produce sales matter that commands welcome attention and . . . will sell.





Home-town Booster

To boost its home city of Columbus, Texas, the *Colorado County Citizen* has published a 5- by 6½-inch booklet extolling the city's advantages, and setting forth the reasons why it is a desirable place in which to live. Pages in the booklet are uncut, and are devoted to a description of the city, and to advertising placed by local firms. The last page is formed of coupons which may be exchanged for merchandise in the stores advertising. The cardboard cover is a light brown, and the words "Welcome to Columbus, the City of Live Oaks," is printed upon the front cover in blue ink.

A Summons to Dine

No need to dodge the process server handing out the type of summons recently issued by the Allegheny County Bar Association.

Menu for a dinner given in honor of the justices of the Pennsylvania Supreme Court, and the program for the evening, are cleverly combined into a summons form, printed on regulation legal foolscap. These were "served" on guests at the dinner in true process fashion.

The ingenious and highly appropriate (for any legal banquet) programs were printed by Smith Bros. Company, of Pittsburgh.

Presentation Idea

Torkel Gundel of Chicago, specializing in the designing and layout of editorial and advertising formats for business magazines, has evolved a forceful method of describing his service.

Gundel pasted a strip of paper to the lower left-hand corner of a letterhead carrying his "sales" story, forming a pocket, in which are inserted a half-dozen or so of minia-

ture reproductions of letters received from grateful clients.

The small letters measure 3¾ by 5 inches, and the typewritten copy is "routed" around them. Across the face of the pocket is printed, "These letters tell their own story."

Change

How important are the little things, the seemingly trivial gestures which betoken a spirit of graciousness and courtesy on the part of their originator.

A shining example of this precept is found in a small "courtesy card" printed and used by Andy Chuka of Phoenix, Arizona, whose shop front is bordered by parking meters.

The meters are operated with nickels, and Chuka found that many people entered his shop to obtain

the necessary change. To subtly emphasize the service that he performed each time a dime or a quarter was changed into nickels, he handed out cards which bore the message, "I am glad to be of SERVICE to You. Here is the change for your parking meter. Call again. Andy Chuka." A woodcut of a five-cent piece is the card's only ornament.

Not every city has parking meters, but every city has telephone booths, and hundreds of druggists and other store owners and managers would welcome an opportunity to pass out a bit of good will along with the phone slug or nickel.

"Reflection" Printing

An illusion of reflected printing is perfectly achieved in a folder designed by the Reiss Press, of New York City, through the clever use of a block of solid metallic ink on which is overprinted, in mirror style, what appears to be a reflection of letters printed conventionally on the lower half of the folder. The reflected letters fold down upon the "originals" in perfect register, with the illusion strongest when the folder is about half opened. Dimensions of the folder, opened, are 4¼ by 5¼ inches. Approximately an inch is cut away from one corner to reveal a block of red, with black overprinting, when the folder is

Proofs FROM I CENTRAL <small>TYPESETTING AND ELECTROTYPE COMPANY</small> <small>Artists Engineers Typesetters Electrotypers</small>	TO _____	RETURN TO CENTRAL T. & E. COMPANY
	TO _____	RETURN TO CENTRAL T. & E. COMPANY
	TO _____	RETURN TO CENTRAL T. & E. COMPANY
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	TO _____	RETURN TO CENTRAL T. & E. COMPANY

CANCEL PREVIOUS ADDRESS BEFORE RETURNING ENVELOPE

To obtain the maximum service from its 15- by 11½-inch proof envelopes, the W. F. Hall company of Chicago printed rules to facilitate their shuttling back and forth

closed. Balancing the red is a slightly larger area of blue, with white overprinting, on the opposite corner.

A "Friendly" Envelope

A departure from the conventional envelope design is lent by a line of type, reading "Deliver to my good friend" printed directly above the space to be occupied by the recipient's name and address. On the envelope with this treatment that came to the attention of THE INLAND PRINTER, the sender's name and address was placed at the lower left-hand corner, and embellished with a cartooned figure in the act of running.

Mailing Menu

A menu that can be folded and mailed is featured by Carder's, of Los Angeles and Chicago. Ruled lines for the name and address are printed on the face of the fold when the menu is in position for mailing, and in a small box at the left-hand corner is printed, "This Menu was sent to you by a friend who enjoyed eating at Carder's." Spread open the menu measures 12 by 18 inches, and folded for mailing its dimensions are 9 by 6 inches. It is closed by a piece of scotch tape.

For Service Men

Printers who have friends in the service might follow the lead of the "Cleveland Friends of Bill Prochaska Club," who keep Prochaska, former printer who is now in the navy, supplied with mail sent him in envelopes printed with his name, address, and picture.

The envelopes were printed by David W. Stock, Prochaska's former employer, and distributed to his friends in the printing industry, as well as out of it. As a result, Prochaska is receiving "bushels" of mail.

Coat Hangers Again

The Campbell Printing Company of Abingdon, Virginia, availed itself of the coat-hanger idea outlined in this department in March, and its first order paid for its subscription to THE INLAND PRINTER, according to a letter from P. W. Campbell, Jr.

The Campbell adaption differs from the triangular item pictured in March, being die-cut in a roughly bell shape, and represents an improvement, inasmuch as it bears the

The collage features several printed items:

- Top Left:** A personalized envelope for William Prochaska, A. S., United States Naval Reserves, United States Naval Air Station, T. L. F., Lee Field, Jacksonville, Florida. It includes a small portrait of a man and the text "Cleveland Friends of BILL PROCHASKA CLUB".
- Top Right:** A triangular notice from "The PANTLIND" in Grand Rapids, Michigan, regarding a coat hanger shortage. It says: "Due to the war metal shortage wire coat hangers are no longer being manufactured. When you send us your clothes please include hangers for their return. Your cooperation will be very greatly appreciated. GLOVER'S DRY CLEANERS, ABINGDON, VIRGINIA".
- Middle Left:** A card with a cartoon of a man running, titled "and the difference in price between good printing and cheap printing may well be summed up thus: The 'sweetness' of low prices never equals the 'bitterness' of poor quality".
- Middle Center:** A card with the text "CHEAP PRINTING reflects cheapness!" and "REISS 133 East 84th Street New York BUTterfield 8-4338".
- Bottom Left:** A card with a cartoon of a man running, titled "Doc Boggs", with the address "480 S. 3rd St. Columbus, Ohio".
- Bottom Right:** A card with the text "Deliver to my good friend".

At upper left is personalized envelope for mailing to men in service. Others, reading from left to right down page, are "Salvage Waste," "Reflection Printing," "Coat Hangers Again," and "A Friendly Envelope." Descriptive items under these headings appear on these pages

name of the cleaner. Credit for originating the idea goes to the Engle Press of Philadelphia.

The Campbell company also has printed up "hunting licenses" for Japs, in the form of cards, that are good for the "open season," and declaring there is no "closed season." The season opened, according to the license, December 7.

Salvage Waste

All printers today are economy-minded in the matter of inks, paper, and other supplies and equipment, and paper waste from jobs is being pressed into service instead of being stuffed into the waste can.

One ingenious use to which this waste may be put is the printing of small blocks of note paper for hotels to place in rooms for the use of guests.

The blocks put in the rooms seldom number more than fifteen or twenty-five sheets, (guests will walk out with such items), and each room's supply is renewed regularly.

A miniature letterhead, or a cut and the name of the hotel, when printed at the top of each sheet, adds individuality and enhances the appearance of the note-books, as well as providing the printer a strong selling point in his dealing with the hotel.

Cash In on Your Bad Debts in Good Times—Now!

By A. C. KIECHLIN

● RECENTLY A PRINTER collected \$306 on a \$150 account long written off. Sounds a bit fantastic but it happened this way. The printer years before had taken a judgment against a debtor for an unpaid bill. Investigation disclosed that the debtor had nothing at the time so the judgment was not collected. Most printers would file away the papers and forget the account. This printer didn't. About twenty years later when the judgment was about to expire, through the statute of limitations, this printer learned that the debtor's wife had died leaving insurance, which had been deposited in a bank under the debtor's name. The sheriff did the rest, the printer receiving interest over the years, which exceeded the principal and more than doubled the original debt.

Buried between the pages of printer's ledgers are thousands of similar dollars covering bad debts that would yield a golden harvest if excavated and right now, with money plentiful, it is a wise business move to make a list of your bad accounts over the past ten years and try to collect them.

Bad accounts have a new cash value today. Customers who were hard-pressed financially a few years ago are in the money now. Those formerly out of work or on relief have found jobs. Those who had stop-gaps during the depression or were on the W.P.A. have gone back to their regular vocations at big increases in wages.

The bad accounts on printers' books, in general, may be classified as follows:

1:—Uncollectable bad accounts because of the legal barriers, such as bankruptcies, reorganizations, or deaths, and indigence. 2:—Bad debts barred by local statutes, usually when accounts are more than six years past due. 3:—Bad debts uncollectable because the debtors were unable to pay.

Discard those in the first group as out of the picture. Nothing can be done with them. However, you may persuade some of those in the

second group to pay. It has happened more than once. At any rate, it won't hurt your prestige nor cripple your wallet to write such delinquents a friendly letter to the effect that you could appreciate their inability to pay when times were bad but now that business is booming, you feel that they should settle. One printer mailed thirty-two such letters to delinquent debtors barred by the statutes of limitations and collected eleven accounts, totaling \$416. Six other debtors promised to settle in the near future.

These written acknowledgments revived the legality of the outlawed debts. In most states, an acknowledgment in writing or part payment on an outlawed debt revives the creditor's legal remedy. So, if you get such an acknowledgment or part payment and your investigation discloses that the debtor is now in funds, consider the account a current asset again and go after your money periodically with a systematic follow-up, even if the account has been written off.

Always try to get an acknowledgment in writing if you can, but do not mention legal recourse. Maintain a friendly tone. One printer used a ruse, which brought him seven acknowledgments out of eleven letters mailed on accounts written off. He increased the indebtedness, in each case, \$50 and the debtors hastened to inform him that they owed \$50 less, which revived the legality of the outlawed accounts. We do not necessarily advocate the same procedure but it shows what a little ingenuity will do.

Unquestionably, a large percentage of printers can revive a substantial number of bad accounts written off if they make tactful presentation today when so many debtors are better fixed financially than they were when the debts were contracted. Remember that there is more net profit in collecting \$500 in bad accounts than in selling \$5,000 worth of printing. Then, too, the sum salvaged from the bad accounts will help offset higher taxes and increased overhead expense and, in

some cases, lost sales through the inability to handle the work because of labor shortage, capacity output, or lack of materials.

After listing your bad accounts for the past decade or so, it may be advisable to show this list to your attorney or banker, the local credit and collection agency, or the Chamber of Commerce. In many cases, these organizations have the facilities to handle such matters or can advise you as to the proper procedure. Beware of fake collection agencies. These racketeers dot the country and are eager for old accounts right now because of their increased value as collectables. These gyps usually work from out-of-town points, detailing salesmen to contact printers. Select a local agency known for its dependable dealings.

Old accounts not written off but still considered current assets as part of accounts receivable should receive major attention. In some cases, it will pay to have another credit investigation made to determine the current status of the debtor. The local credit bureau will help here. They bring their reports in file up to date every six months and if you drew a report when granting the credit, they can more than likely advise you whether the debtor is a good possibility for collection now.

It pays to investigate the credit of every prospective charge customer. Too many printers give credit where credit isn't due... bad business. Others extend credit for years on reports originally given them, a hazardous practice sometimes, because the status of every debtor may change for the bad. If the debtor has moved, recourse to the local directory may help, or have the credit bureau start a "skip tracer" to locate him.

Credit bureaus have reciprocity agreements with similar organizations all over the country to trace "skips" and will do the work for a comparatively small fee. In January this year, one printer, with the aid of the local credit agency, located a debtor in a city 400 miles away, and collected \$65 for a 1936 bad debt.

On all accounts more than four years past due, the best procedure is to take judgment. In most states, this will extend your protection under the statute of limitations from six to as much as twenty years.

Moreover, such action frequently prompts a debtor to settle in part, at least, immediately. Sometimes, the mere serving of the summons is sufficient. If your credit bureau or personal investigation then warrants such a course, follow through on your judgment with every legal recourse, garnishment, or attachment, but if harsh treatment is not considered desirable, try a little "honey" via the letter, personal call, or phone.

A printer told us recently that a debtor against whom he had taken a judgment in 1935 paid him \$81 in late 1941 as a result of a little personal persuasion, plus an appeal to the moral side. The debtor, finding it much easier to get \$81 these days, paid with little fuss. When you collect on accounts previously written off against profits, don't forget that you must report them as income on your income tax return.

Finally, cast your eyes ahead to the post-war period. Many authorities contend that there will be inflation, that volume and prices will drop drastically. Whether this be so or not, it pays to play safe. Should the boom deflate, it will be hard to collect and if you enter the post-war period with heavy accounts receivable, you may have to write off a substantial sum against profits or net worth and it is not likely that profits will be any too high during the war because taxes will cut deeply into earnings. Close attention to credits and collections will help you emerge from the war and post-war periods on a sound financial basis.

In checking the records of twenty-two eastern printers recently, we totaled \$49,457 in bad accounts since 1933—a period of nine years. Assuming that there are, say, 15,000 printers and publishers in this country, and the same ratio of bad accounts prevailed for all during the past nine years, (which incidentally isn't an overly high average because it figures only about \$250 yearly), and we get the staggering total of \$33,750,000 in bad accounts on printers' books for the past decade.

Veritably, this rich gold mine deserves exploration and the effort should pay handsomely—and if you do not need these found funds for investment in your business, invest them in War Bonds.

Conflict of Inches Versus Picas Goes Merrily On

• ONE OF THE QUESTIONS being discussed at Craftsmen's and other printers' meetings is whether photoengravings and electrotypes shall be measured in terms of linear inches or picas. Hitherto the discussion has been one-sided because neither photoengravers nor electrotypes have taken the trouble to go into the subject. Now, Clement A. Mawicke, vice-president and treasurer of the Pontiac Engraving and Electrotypes Company, who is also president of the International Association of Electrotypes and Stereotypers, has entered the arena of public discussion and has expressed the views of himself and his associates that responsibility for changing the measuring unit rests with printers who are "out of step," not the photoengravers or electrotypes.

"Most photoengravers and electrotypes will use the pica unit of measurement in filling orders stated in such terms," said Mr. Mawicke in a speech last month to North Side printers in Chicago. "I'm reminded of the devoted mother who saw her soldier son in the parade, and reported to friends that everybody was out of step except her boy Jimmy. The question is who is out of step, and my answer is that the printer with his pica unit of measurement is not in line with other parts of the industry, for everywhere the inch is used as a measuring unit."

The question of "picas versus inches" has been brought to the attention of the industry because some organizations have adopted resolutions on the subject. They have followed the lead of the International Association of Printing House Craftsmen advocating that photoengravers and electrotypes employ picas in their business because the pica is the unit of measurement in the composing rooms. The American Photo-Engravers Association took cognizance of the resolution to the point where the chairman of the International Craftsmen's educational commission, Douglas C. McMurtrie, was invited to tell the photoengravers, in convention assembled last October, all about it. He told them

that because typesetters used only one unit of measurement—the pica—in setting type, the measurements of cuts used in typesetting should be expressed in terms of picas and not in inches.

"The International Association of Printing House Craftsmen, at its recent convention in Baltimore, passed a resolution, which I am charged with the responsibility of disseminating, urging that the manufacturers making equipment for photoengravers make machines and trimming devices with pica scales so that photoengraving can be brought in some relation, so far as mensuration is concerned, with the printing industry which it serves," said Mr. McMurtrie.

The North Side printers at a recent meeting adopted a resolution in line with that idea. Then at a later meeting the program committee decided to listen to the photoengravers' side of the question, and invited Mr. Mawicke to talk on "Picas Versus Inches."

"Whose business is it to initiate changes in well established customs in the graphic arts?" asked Mr. Mawicke. "More power to those people who want to reform the industry, but why should we as photoengravers advocate changes to the pica unit of measurement? Very few printers—not more than 5 per cent of them—order photoengravings by picas, and when they do we fill the orders that way. Outside of composing rooms, the pica is not known except to people who work out crossword puzzles who know it as a 'four-letter word referring to a printer's unit of measurement.'

"Printers are not consistent. They adopt resolutions asking photoengravers to change their unit of measurement from inches to picas and then they go to their plants the next day and order needed cuts in inches. On our side of the fence our machines and other equipment are scaled to inches because everybody understands inches. You buy your paper by the pound, so many inches long and so many inches wide. Do you buy a press of 432 picas? You do not. You buy it as a 72-inch press,

or whatever other size you are interested in. Even your type height is expressed in inches—.918 of an inch."

In a subsequent interview at his plant, Mr. Mawicke showed the interviewer a batch of current orders as evidence that buyers of photoengravings were thinking in terms of inches and not picas. One advertising manager who had been a compositor in his earlier years, ordered cuts by the pica measurement in width, and so many inches high. Other members of his staff filled out requisition blanks with inch measurements. Editors of trade publications ordered cuts by inches. Advertising agencies did likewise. Practically all printers' orders in the lot which were examined specified the inch measurement unit.

"With evidence of this kind showing that about 95 per cent of our trade orders cuts in inches, why should photoengravers go out of their way to educate the buying public to change its habits? We are glad enough to get the orders regardless of how they specify measurements. We understand all of them. One order came in not so long ago in which millimeters were used. We filled the order."

Mr. Mawicke repeatedly indicated both in his public address and during the interview that photoengravers were not opposed to the agitation among Craftsmen's groups for the use of the pica unit. He likened the agitation to that of the proponents of the metric system, and indicated that it takes a long time for people to adopt new terms.

Editor's Note:—Mr. McMurtrie is to be congratulated on his efforts to unify the composition-photoengraving system of measurement. Ordering cuts in picas would be far simpler for the printer.

Ink Conservation

Every pressman, in the present emergency, is anxious to conserve on inks as much as he possibly can, and from George L. Best of Best's Printing Company, Iron Mountain, Michigan, comes an idea that we pass along to you: "Take a strip of scotch tape," Mr. Best suggests, "and wrap it around the cover edge, thereby sealing the can against loss of moisture." Mr. Best reported that the plan has been used successfully in his plant for a considerable period of time.

Pianos, Not Ladies, Have Square Legs • Or, the Printer's Plight in

Coping With Ambiguous Ad Copy • By EDWARD N. TEALL

• In the first installment of "Trouble is my Master" in the *Satevepost* I picked up this: "Tack could see his mother was enchanted, and felt a wave of jealousy." The proofreader sees the flaw; who felt that wave, Tack or his mother? Oh, yes—he knows, you know, and I know; but the sentence positively does not say it. How many printing establishments would let the proofreader mark in a "he" before "felt"? I'm telling you—and no doubt it's nothing in the world but a work of supererogation—that there is a god-awful waste of proofreaders' knowledge and judgment.

Next! I have been writing articles about cities for America's best encyclopedia. In a C. of C. pamphlet about one city I encountered this: "The city has more population than seventeen states." It doesn't take a semantician to indicate the error. A kid in eighth grade ought to be able to tell you the right way to say it: "Has more population than any of a certain seventeen states." Right?

Another for the semanticians: "It is clear that the Dutch colony across the Atlantic from Dakar is not occupied solely because it is a major source of aluminum ore." Hazy, to say the least. It might be taken either of two quite different ways. If you don't "get" it, ask your high-school son or daughter to rise and shine.

Since we are rambling, let's fare still further afield. A good friend in Pearl Harbor wrote, long before the little yellow rats swarmed: "Grammarians and seemingly self-styled lexicographers have done plenty to make English a very tedious subject to adolescent pupils, and they really baffle the easy-chair professors. But you, sir, take all the prizes with your own, original 'Noun of Identification.' Whew!"

My good friend is a Navy printer—so, I love him! I am a Navy dad, three times. My youngest son and his wife were out there. As I write this I don't know whether they are okay or not. I had a Christmas (an Xmas?) card from them; it was mailed from the boy's ship December 4, three days before the smash which brought the war home.

Well—that's enough personal, private stuff. What I want to say to my friend, the Navy printer, is: If he will consider my N. of I. without prejudice, he will find it a great simplifier, not a new complication. Consider this one: *Captive Coal Mine Strike*. It is up to the reader to use his God-given intelligence to determine whether it means a *Captive Coalminestrike* or a *Captive-coalmine Strike*. (Careful, please, Mr. Compositor!)

Not the Least of These...

Company Defense!



The wheels of American industry turn with an ever increasing tempo. The rising tide of war production is engulfing our national economy. Big business and little business stand shoulder-to-shoulder, determined to encompass the greatest task of all time... the final victory of human liberty.

Small wonder your brow is furrowed by the problems of the day. For along with responsibilities, huge in their import, are lesser ones equally significant, equally as important to you.

Not the least of these is *Company Defense*. How to perpetuate your good will and trade-mark... more enduring assets than factories and machines, when properly safeguarded.

This is a task you can confidently entrust to good printing. Let calendars, folders, broadsides, house magazines, and helpful books carry your message to all interested in your product. People are wont to forget. *Tell Them* why they should share your sacrifices for the duration.

The printed word is a potent influence when skillfully employed. We have many ideas on how to shape your appeal, in helping you bridge the "duration gap"... to make your memories, "after priorities and allocations," pleasant reminders of opportunities seized and markets gained.

One of a series of impressive advertisements by American Colortype Corporation of Chicago

The Pressroom

BY EUGENE ST. JOHN

Pressroom questions will be answered by mail if an addressed, stamped envelope is enclosed, and kept confidential if so marked

Perforating on Press

We are writing you in connection with a problem we have had in our plant for many years and the writer thought that you might have some new and constructive information on it. The writer is sales manager and whenever he or one of our salesmen brings in an order with press perforation, our pressmen invariably try to have this work done on our rotary or pin perforator. This means an extra cost to our firm and we find when a copy comes in with press perforation, we are unable to make this charge when we make competitive quotations. Our pressmen claim that perforating rules on their presses cut up the rollers and we wonder if you know of any method where this perforation can be done on the press, without injury to the rollers.

Another problem in connection with press perforation is that on a long run there is often a tendency not to test out the perforation. It starts off all right, but as the run goes on sometimes there is too much perforation and other times it does not tear the sheet clean. These two problems have worried us for many years and no doubt you have heard of this complaint many times. We will therefore appreciate it very much if you will advise us on the subject.

Bring your worries to us; it is a pleasure to supply the latest information which may afford relief. Happily your problem is not difficult. The best practice is to use under-type-high perforating rules, which will not cut the form rollers. In makeready a strip of shimmed brass is cemented on the impression of the perforating rule on the sheet next below the drawsheet or tympan; in the corresponding position on top of the drawsheet a strip of gummed Holland bookbinders' linen tape is secured. The brass provides a stable impression and the linen tape protects the drawsheet against splitting. The foregoing applies to perforating parallel to the journal of the cylinder. Devices are on the market for perforating at a right angle to the cylinder journal which are attached to the cross-roads and blind perforate the sheet while it is held by the grippers.

Baked Overlay Compound

For some time we have been using the makeready compound called _____ rapid makeready compound; we are now advised that this material is not available any longer because of the war and we would like to find a substitute which we believe is made very similar to this but we have been unable to locate it. This compound is used by taking a heavily inked sheet, spreading the dust over it and baking over an electric heater. It has given us very fine results on our halftone work and we are quite anxious to replace it at once as we are entirely out of the other compound.

We are sending you a list of suppliers of overlay compounds that are sprinkled on wet impressions and raised in relief by baking.



Time and Money

● Here are some of the ways a first-class printer can help you to get the most out of your yearly budget of time and money.

FIRST • he can help you save time. His intelligent solving of printing problems, with constructive ideas and service eliminates a great deal of lost effort and annoyance as well.

SECOND • he can save you money. His modern, well-equipped plant, manned by experienced and skilled craftsmen, gives you the benefit of the increases in production that modern equipment affords.

THIRD • his good taste in type selection, color combinations, correct paper, and excellence in execution makes the finished job effective.

Inspiration for above panel was derived from copy which appeared on a mailing piece of George H. Ellis Company, Boston

Mechanical Overlays

Some time ago we wrote to you and asked you to give us the names of some manufacturers of mechanical overlays and you named several. We let the matter stand and now we are in urgent need of mechanical overlays for a job to be printed this month. We have experimented with one overlay and do not care to consider it or any other of the same type, as it takes longer to make the overlays than to make ready in the usual manner. What specific process would you buy if you were in need of a mechanical overlay process? We are really inexperienced in this respect and do not care to experiment with several processes. We want the best and simplest process.

We are sending you the list of overlay manufacturers, limited as you outline, and suggest that you get information about all in this field as one may have qualities you prefer.

Wax Strip Carbonizing

In the March issue there appears an article in "The Pressroom" on wax strip carbonizing. We are interested in getting the names of the companies doing this type of work for the trade. We are enclosing a sample of the type of carbonizing we refer to.

We are sending you the names of concerns which strip carbonize for the trade. Send them sample of paper to be used on current job with the copy of your full-size press sheet.

Spirit Duplicator Work

Can you give us any information as to the best method for printing masters for spirit duplicator work? The forms we refer to are made up on approximately sixty-pound enamel, the face printed in record ink with the form in reverse on the back in hectograph ink. They are apparently made by interleaving the enamel with hectograph carbon paper and hand-feeding both through a press. Any information you can pass along as to the best press for this work and the method of handling will be appreciated.

Any open press may be used for hand feeding. The production would be determined by the dexterity of the feeder. Lifts would have to be fanned out for feeding. Care must

be used to avoid scratching and smearing the coating of the hectograph carbon sheet. It is possible that specialists in this line may have developed an economical system of handling this work. We are sending you the name of specialists in hectograph papers for spirit type duplicating machines who will be pleased to supply you with the latest reliable information.

Roller Tracks

We are in the habit of building up roller tracks on our platen presses to keep the rollers from hitting the type too heavily. On gaging these tracks with a type-high gage, we find them two points lower than type high, that is, without a cardboard buildup. We are wondering whether a strip of tin two points thick, fastened permanently, would not better fill the bill, since cardboard wears out, or whether these tracks are supposed to be two points lower than type high. This is even the case on one platen where nothing has ever been used but a roller truck with a rubber track, press being purchased new.

The tracks on some reconditioned platen presses are built up with metal. One make of platen presses has tracks adjustable for height by means of screws. Rather than build up the tracks on new presses, it is better to equip with trucks of two or three diameters which may be obtained from the manufacturers of the press.

Bed Bearers

My cylinder press experience was limited mostly to a country newspaper press, and I am curious as to just what you mean by the bed bearers and so many thousandths above and so on? Just as information.

As the principal function of the press is to make impressions from a type-high form, this is the basis from which the press is engineered. The bed bearers are the type-high metal tracks at the sides of the bed. These tracks should be approximately type high and the corresponding bearers on the ends of the cylinder should ride the bed bearers on impression for two principal reasons, first, to hold the cylinder up as it passes over gutters of the form, and second, to maintain the pitch-line of the driving gears. If the cylinder is overpacked, the pitch-line is not maintained, or, in other words, the teeth of the gears are not meshing properly and a slippage results, which causes slurs and premature wear of edges of units of the form down to the smallest dot parallel to the cylinder journal.

It's a Quiz

Answers to the following list of questions have appeared in the pages of THE INLAND PRINTER and other sources of information to printers at various times. How retentive is your memory? How many of these questions can you answer without turning to the answers on page 51 of this issue? Give yourself a tryout, then see if you were right.

1. Approximately how many all-Negro printing plants are there in the United States? About how many Negro printers are employed?
2. Aluminotype duplicate plates are made similarly to the process of electrotyping. True or false?
3. How would you treat ink that mottles—that is, if it has too much body or is too soft?
4. Name at least three of the five famous American authors who started out as printers.
5. Explain the principle of the Rutherford photographic "typesetting" technique.
6. What special advantages are attributed to plastic duplicate plates? Name two.
7. What are the best processes for printing on Cellophane, corrugated board, and glass?
8. What are the differences in offset, show-through, and in strike-through?
9. Are the graphic arts big users of metals? What percentage of the total output of copper, lead, antimony, and tin do they use?
10. Why is thin ink required for gravure printing?
11. What type face led all others in the Fifty Books of the Year for 1942? What two faces tied for second place?

Just why we talk in terms of thousandths of an inch is open to conjecture. Overlay, interlay, and underlay are really shims applied to obtain pressure lacking opposite low spots in the form and to graduate

the pressure on various tones. In printing, shims of paper are used, of which the thinnest available calipers .001 inch. This thinnest makeready tissue answers very well as the thinnest shim. The other, thicker, papers used in makeready, such as French folio and S. and S. C., caliper .002 inch and .003 inch respectively. Between thinnest tissue and French folio is the shim most used for fast work, onion-skin tissue, which calipers .0015 inch. Manila tympan calipers .006 inch to .007 inch.

The printing surface of the cylinder is cut away to a depth commonly expressed in thousandths of an inch. The depth of the cut varies on different presses. Once known, the number of sheets needed for packing may be calculated on the thousandths-of-an-inch basis. The same end is reached via another route. Since .003 inch pressure is needed to print, the sheet being printed should be approximately .003 inch above the cylinder bearers. Sixteen-pound bond and sixty-pound book caliper .003 inch, so should print if packing is even with the bearers. For thicker stock like cardboard, the packing should be diminished until the cardboard is only .003 inch above the bearers.

Type and line cuts are .918 inch high as are halftones, but the blank spaces between dots of halftone are etched various depths in thousandths of an inch.

Certainly the thinnest film used in printing is that of printing ink, which may be thinner than one ten-thousandth of an inch. In other words, ten to twelve films of ink applied on top of each other might be no thicker than a sheet of thinnest tissue (or gold leaf).

The film of light-sensitized colloid baked on halftones, and commonly called the enamel, is also quite thin. We really print from this colloid just as the offset printer prints from the colloid on his zinc wafer. When the sharpest possible duplicate of a halftone is wanted, the enamel is removed with cyanide before electrotyping. When the enamel on a halftone wears in spots in a production run, the pressman may remove all the enamel with cyanide. So one thin thing leads to another! Perhaps by now you have figured why printers use the term "thousandth above."

Opacity

Can an ink be made opaque by addition of a material?

There is no satisfactory method by which the pressman can increase the opacity of an ink without using an ink mill. Silicate of soda changes the vehicle into a soapy mass and shortens an ink in an emergency but weakens the color and kills the gloss. Opaque inks are best ordered from the inkmaker. While there are not many opaque pigments, opacity is obtained by combining opaque pigments with transparent or translucent ones, by precipitating a dye on an opaque pigment or by increasing the proportion of pigment to vehicle as in a cover halftone black, which may contain twice as much pigment as an ordinary halftone black.

It is possible to change a transparent red into a nearly opaque one

by adding English vermilion or a transparent blue into an almost opaque one by adding an opaque white ink, but this in turn changes the hue of the transparent ink.

Dried Ink Caked on Type

We have had some forms, using foundry type, that have been standing for some time, and are used occasionally. We find that the ink has dried on the sides of these letters and does not come off. Do you know of something we can use to remove this caked ink? We have the same trouble with some linotype forms.

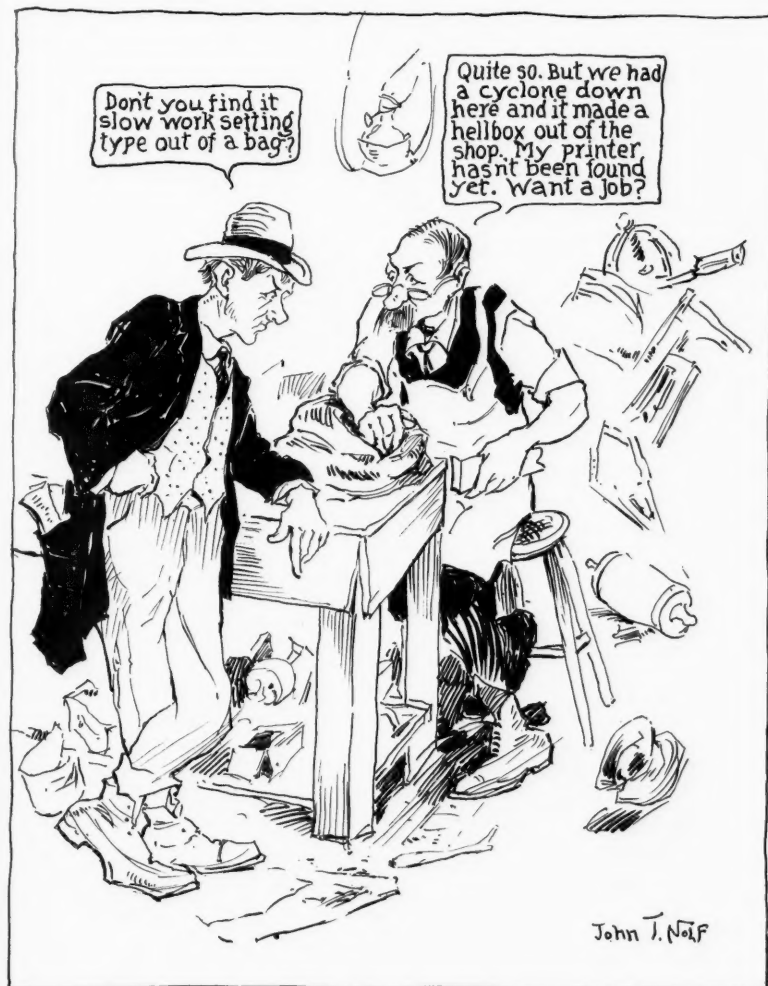
We are sending you names and addresses of manufacturers of type washes which will remove dried ink by means of a brush. Or you can use lye water with hose for flushing in a sink, after removing any cuts on wood base from the type. It is well to wear goggles and rubber gloves if lye water is used.

Paper and Makeready

Enclosed are two samples of paper. The sample marked "A" is from the stock we have been using on our two journals. The sample marked "B" is from a make of paper we are considering as a substitute for these two publications. Our pressman contends that it requires considerably more makeready time on the "B" stock than on the "A" stock, but you will note that both papers are coated and we cannot understand why this should be true. We would appreciate very much your opinion on this problem. Enclosed also is sample of a typical form from one of our journals and we should like very much to know what would be a reasonable makeready time on such a form. We print on a 24 by 36 sheet. Needless to say, any information you can give us on the above will be appreciated.

Among the characteristics of printing papers which constitute some of the conditions affecting makeready are flatness or smoothness, cushion of the sheet, ink absorption, opacity, whiteness, light-reflecting power, and gloss, or sheen, of finish. While "B" is probably a fair sheet for the price, measured by the above standards, it is inferior to "A" and no amount of skill and time spent in makeready can produce prints of these forms on "B" equal in appearance to prints on "A." Especially is "B" inferior in the very important qualities of whiteness, light-reflection power, and gloss. After all, the paper is more than the ground for the decoration of form and ink—it is a very important part of the picture where a large part of the form consists of halftones. The halftones are 50 to 60 per cent solid and the paper surface which is not covered by the halftone dots makes a great difference. For a snappy print the paper should be close to the color of zinc white, be glossy, and have high reflecting power.

As for the makeready time on sixteen pages of mixed type, zinc line work, and halftones in halftone black, and three smaller forms, largely solids in register with the black, in red, light blue, and dark blue, it depends on the length of the runs and local conditions such as facilities and system of makeready, including the number of hands assisting. For a short run, judicious use of French folio makes it possible to print without the cut overlays which are necessary on longer runs. French folio is used in lieu of cut overlays on runs up to, say, fifteen thousand in your field



"In the Days That Wuz—In the Cyclone District"

Cartoon by John T. Nolf, Printer-Artist

of magazine printing. Presuming that this type of makeready will answer, all the forms on the sixteen pages could be made ready in twenty hours. Cut overlays would require several hours longer. This calculation would apply to makeready proper only, and does not allow for time lost in registering, except for possibly moving a lead or two here and there, since 99 per cent of the registering should be done on the composing-room stone or table.

Spot Carbonizing

As a regular subscriber to *THE INLAND PRINTER*, we are calling upon you for information. We are confronted with the problem of "spot carbonizing" a job in quintuplet. Can you advise us proper paper, base, and ink? If not advisable, would you kindly furnish us with the address of a trade plant which specializes in this particular line for the trade?

As many kinds of paper, both writing and book, are carbonized, the choice of paper depends on the specifications of the job. Consult paper dealer.

Spot carbonizing for the trade is done by carbon paper manufacturers and also by the printing and stationery manufacturing concerns with special, and sometimes patented, equipment for this specialty, generally employing hot wax in the process. We are sending you the names of concerns in both fields. Generally, any printing on the job is done before carbonizing. Papers with smooth surface give better results, but rougher paper may be used.

Some printers do their own carbonizing just like regular printing except that special carbonizing ink is used and care taken not to smear or scratch the carbonized areas. The most common complaint about this work is that the carbon ink dries and copies cannot be taken off.

If you are going into this field on a large scale, you could, with the help of an electrician, equip for hot wax carbonizing, which is done largely on job cylinder presses with heated fountain and supplementary heating system for the press. This keeps the wax from congealing until the sheet reaches the delivery pile. Printing is from stereotypes with synthetic rollers and perforating rules may be carried in the form to facilitate hand folding. Padding enables the finished sheets to be cut and trimmed without smearing.

THIS PRESS MADE FROM JUNK HEAP

• WHEN Charles J. Schmidt, of the Schmidt Printing Company, Chicago, started prowling around the company junk pile, picking up one old wood-mounted electro after another, a hinge here, and some other apparently useless item there, nobody dreamed that he was going into the press manufacturing business, but that's what he was doing.

With his materials gleaned from the junk heap, conservatively valued by him at slightly under twenty cents, Mr. Schmidt constructed a hand press that actually works, and what is more, does a very decent job within its capacity. It is not built for volume production, or four-color work, but for its purpose Charlie's press more than fills the bill.

Schmidt's press was donated to the St. Alphonsus Catholic Church, of Chicago, of which he is a parishioner, where it is being used for printing names on cards of church members who have been inducted into the armed forces of the nation, for application to an impressive honor roll in the church.

The names are printed upon cards at the parish by the Reverend Nicholas Oehm, using hand-set forty-two point Bodoni Bold letters. The press, as the illustration shows, has a bed on which the form is locked, a platen with guides and facilities for packing to permit makeready. Five names are printed at one time in a creditable manner.

Cases for the type were also made by Mr. Schmidt from discarded box lumber and reglets, and are of a size that can be conveniently stored when not in use, as can the press.

The honor roll, also illustrated, is framed in gold and has a gold background, with a removable Celotex back and a glass front, and meas-

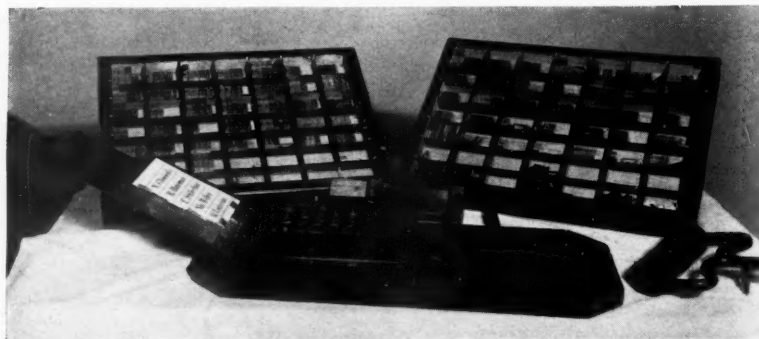


Display of names printed by Schmidt's press

ures about six by five feet. Metal holders permit insertion of additional names in alphabetical sequence, a necessity in a parish as large as this one.

Operation of the press is simple. The type form is locked on the wooden bed, and the paper attached by clips to a hinged arm (the platen). The operator merely brings the arm down with considerable pressure, and the impression is made, presto!

Schmidt said that the only difficulty he encountered in the entire process of making and testing the novel press was in obtaining sufficient force to make the impression. This was finally accomplished, he declared, by lengthening the arm, or handle, providing more leverage.



Hand-operated press constructed of materials gleaned from junk pile by Charles J. Schmidt

HOW CANADA MEETS ISSUES OF WAR

Ottawa, Canada: One hundred and forty days after Pearl Harbor, President Roosevelt told the United States that wages must be stabilized as a protection against inflation.

Canada took its first major step towards wage-stabilization in December, 1940. By Governmental order-in-council (not requiring ratification by Parliament) it set forth certain "principles" as the basis for settlement of wage disputes in war or essential industries. The program aimed to (1) put a ceiling on all wage rates for the duration of the war; (2) to put a floor below which wage rates might not fall; (3) to provide payment of a cost-of-living bonus to protect the wage-earner's living standard against inflation.

Most important feature of the plan was the proposal for paying a cost-of-living bonus in lieu of higher wage rates. The bonus was geared to the official cost-of-living index and, in effect, called for payment of a weekly 25 cent bonus every time the index rose by one point. The bonus was based on the average pre-war industrial payroll of \$25 a week; a 1 per cent rise in living costs being met by a 1 per cent (25 cents) wage increase.

The bonus idea was completely revolutionary. It was conceived by the Government's No. 1 Economic Adviser, Dr. W. A. Mackintosh, (on loan to the Government from his peace-time job as head of the Economics Department at Queen's University, Kingston). It was first tried out by coal miners in Western Canada (United Mine Workers of District 18) who signed a somewhat similar agreement (voluntarily) in May, 1940. Through this agreement (worked out by the mine union leaders themselves) wage rates were fixed at the then prevailing rates for the duration of the war and one year thereafter. Provision was made for payment of a flat-rate bonus whenever the cost of living rose by 5 per cent or more.

In July, 1941, seven months after the original order-in-council, the Canadian Government put real "teeth" in its wage-stabilization program. Instead of being merely an "instruction" for guidance of war industry and the settlement of industrial wage disputes, bonus



By **KENNETH R. WILSON**
Staff Correspondent

payments were made mandatory for all war industry. Steps were taken to definitely stabilize all war industry wages on the basis laid down in the original order-in-council.

The highest wage rates established between 1926 and December 16, 1940, were to be regarded as fair and reasonable; they might be restored (if necessary) and maintained, but not increased.

This was as far as the Federal Government felt it could go at that time because wage rates and working hours in non-war industry are normally matters of provincial concern and not strictly under Federal control. The Federal Government did, however, seek the coöperation of provincial governments in extending the wage stabilization program to all industry with the implied threat that, if this were not done, special power would be invoked under the War Measures Act.

Back in July, 1941, this program was looked on by many people as definitely inflationary in character, because it involved the payment of an immediate and costly "bonus" to a large part of Canada's industrial wage-earners. For example, railway unions gained the right to a substantial weekly bonus for all members. (The bonus was in lieu of a 10 per cent increase in wage rates, which would have become a permanent part of the transportation cost structure.)

This, then, is the background against which Canada, in November, 1941, froze all wage and salary payments for the duration as part of its price-ceiling program. The "freezing" order came as a logical and ultimate result of the earlier program. In brief it provided:

1—That except on permission of a National Labor Wage Board no employer might increase the basic scale of wage rates above the effective rate on November 15, 1941. The board was given power to adjust any wage rate which was lower or higher than the rate for the same or similar occupations.

2—A cost-of-living bonus payable to all employees other than those occupying positions above the rank of foremen or comparable ranks.

(The bonus is 25 cents a week for each one point rise in the official cost of living index but so far none has been paid. The reason is that Canada's price ceiling has kept the index from rising. The index now stands at 115.9 compared with 115.5 in "base" month, October, 1941.)

3—Freezing of all salaries (including workers above the rank of foremen) as at November 6, 1941. No cost-of-living bonuses are required but they may be paid to salaried employees receiving less than \$3,000 a year.

The next big job which Canada tackled on its war-time labor front was a nation-wide mobilization of industrial man-power. On March 24 of this year, the Government named a forty-three-year-old pulp-and-paper executive, Elliott M. Little, (on loan from his peace-time job as general manager of Anglo-Canadian Pulp and Paper Company) as director of the National Selective Service. With appointment came a sheaf of new-orders-in-council which set up mobilization machinery and took three immediate important steps:

1—Created a list of ten "restricted" occupations and of sixty trades and industries which may no longer employ a man of military age and fitness without special permit.

2—Prevented any farm workers from moving into industrial employment. A man who was working on a farm on March 23 may move to another farm; may enlist in the

armed services, or may take a seasonal job in a primary industry.

3—Created a technical "pool" embracing all professional engineers, scientists, chemists, *et cetera*.

Employers of all such persons whose services are required for the war effort are henceforth obliged to release such men and to reinstate them after the war. All transfers in this field must be made henceforth through a Technical Service Bureau. There is no compulsion placed on the man to move from his present job but if he wants to go and is needed in war industry his employer must release him.

These were the immediate results of a broad, comprehensive manpower mobilization program which may eventually control the employment of every wage-earner in Canada. With the one exception of farm labor, there has been no attempt to "freeze" Canadians in their jobs but merely to set up machinery whereby man-power will be recorded.

GRAPHIC ARTS EMERGENCY COUNCIL

● WASHINGTON headquarters have been established by the recently formed Graphic Arts Emergency Council, with Thomas Quinn Beesley as Washington representative, in consequence of a meeting of the executive committee held in Chicago, May 25.

Another decision reached at the Chicago meeting was that the national organizations with large memberships shall not pay more than \$3,000 annual dues. Special affiliates, including state and regional councils, or local employing groups, will pay dues in accordance with a basis to be fixed by the board of directors at the time they are declared eligible for membership.

John F. Cuneo, president of The Cuneo Press, presided at the executive committee, having been named at the April 12 meeting as chairman of both the executive commit-

tee of fourteen men, and the board of directors, comprising two accredited representatives of each national and international association or trade union represented in the Council, in addition to the representatives of the regional and other local groups.

The letterhead of the Graphic Arts Emergency Council, just set up, carries an explanatory line: "International Association of all Employers, Suppliers, and Workers." In a box to the left the two objectives are stated as follows:

"To give the fullest measure of cooperation to the Government in its prosecution of the war.

"To preserve and protect the graphic arts industry as an essential part of the economic structure of our nation."

I. T. Alderson, secretary-treasurer of the Council, in a statement issued for publication concerning the broadened scope of the Council wrote:

"We will solicit the participation of national organizations connected with the graphic arts industries either as producers or suppliers. This will make possible the inclusion of such other organizations as American Newspaper Publishers Association, the Printers National Association, United Typothetae of America, National Association of Printing Ink Makers, Lithographers National Association, Label Manufacturers National Association, Book Manufacturers Institute, National Association of Printers' Roller Manufacturers, National Printing Equipment Association, *et cetera*, all down the list of graphic arts producers, suppliers, and affiliates."

According to "Who's Who in America," Thomas Quinn Beesley, who has been named Washington representative of the Council, was born in Chicago, July 17, 1885; was graduated from Princeton in which he also took post-graduate work; was engaged in Red Cross work during the first world war; has been in newspaper and publicity work; has been associated with Governmental positions in Washington, and more recently was president of the National Council of Business Mail Users. His office in Washington is located in the Second National Bank Building, Washington, D. C.

REQUIRE BEST AVAILABLE MACHINES

● CONTRASTING developments in the printing industry have been the demand for new or almost new printing equipment offering the efficiencies of modern design, while obsolete printing equipment, now very obviously outclassed in production, is decidedly unwanted.

One printing equipment manufacturer, whose production before the war was devoted solely to automatic high-speed letterpress equipment, has noticed that new and latest style presses are in as great and perhaps greater demand than ever before. It would appear that those printing concerns producing the volume of work required by the present war program, and by certain active industries, are not only willing to buy modern presses but are willing to purchase used equipment of modern design at prices equaling, or even exceeding, those of preceding peace years. On the other hand, within the short few months that this company has endeavored to stimulate a release of vitally needed scrap metal for armament by offering an inducement to owners of obsolete printing equipment, it has been estimated that the tonnage of old printing equipment scrapped almost equals that of the entire year of 1941.

An interesting sidelight of this trend is that this manufacturer, in an all-out effort to encourage the scrapping of obsolete printing equipment as a sizable

contribution from the printing industry towards the great volume of scrap metal so urgently needed for armament manufacture, has extended its inducement to include any printing equipment.

In fact, it seems that the tendency to scrap old-style equipment now is proceeding with the same intensity of purpose which marked the abandonment of large, slow, bulky equipment some years ago in favor of fast, automatic high-speed presses with quicker get-away. Printing trades organizations are urging the "clearing of decks" to weather the economic storm brought about by the decreasing amount of sales promotion and general printing. It is also reasoned that the reduced printing volume will go largely to the pressrooms most efficiently equipped to handle it and that this concentration of printing will unfortunately leave even greater gaps of idleness noticeable in those plants which were just able to get by meagerly, even in favorable times. The expectation is expressed that labor shortages, caused by the departure of skilled operators to military and defense ranks, will still further deplete pressroom production.

These thoughts still remain, however, that old, inefficient equipment is not earning its keep today, while most modern equipment is more likely to be kept busy to a greater extent mainly because of its versatility and speed.

War, to Printers, a Two-edged Sword That Cuts Both Ways ★ Commodity Curtailment Deprives

Printers of Numerous Outlets, but Opens Up Scores of Others • *By Charles N. Tunnell*

THE WAR has dealt a body blow to many printers, particularly those who depended upon the automotive, refrigerator, radio, and similar restricted lines for the bulk of their business. Rumored paper shortages, and partial curtailment of manifold other commodities, have whittled the volume of the average printer the country over.

However, there are many printers and printing salesmen who have grasped the war theme as a new opportunity to sell profitable orders. As well as being connected with a printing and publishing business myself, I recently contacted printers in Atlanta, San Antonio, Oklahoma City, Dallas, Fort Worth, New Orleans, Birmingham, and here at home—Houston, Texas, to learn how the challenge of war-time business conditions is being met. From these I have found many new suggestions and leads to printing jobs that are available in most towns and cities. These are sales that have been brought about entirely by the war, or increased in volume because of the war:

1. BUSINESS AND TRADE SCHOOLS: The war has brought a tremendous demand for skilled workers. Many business and trade schools are enjoying the largest enrollment in their history; and in most cities there are newly established civilian schools where people are being trained in airplane mechanics and building, preliminary flying, welding and other war manufacturing jobs. These schools are using a large quantity of printing, and printing salesmen with ideas for instruction forms, office forms, stationery, placards, booklets, *et cetera*, are finding them a good outlet . . . and every such school is a market for sales letters, catalogs, and folders to be used in attracting new students.

2. LABELS FOR REUSE CARTONS: Manufacturers, jobbers, merchants, and others are cooperating with the national conservation program, and are reusing shipping containers,

cartons, and boxes wherever possible. The reuse of a carton calls for a new type label—and one southern printing salesman with an idea has sold several large label printing orders to packers, manufacturers, and jobbers. These specially designed labels carry the trade-mark and firm name of the company using the carton and usually a printed line in large type stating: "This container is reused to conserve for Victory."

3. CARDS FOR INDIVIDUAL MECHANICS: Although the new car business is hard hit by the war, the service shops of dealers are busy. One printing salesman picked up a nice order from a service shop foreman by suggesting cards to hang on door handles of cars when a mechanic has finished a repair or service job. These cards read: "Take care of

your car until victory is won. Frequent inspection and proper service are essential for longer life. If I have pleased you, tell my service foreman, for my job depends upon how well I please you, and if you need any further adjustment or service, I'll appreciate your asking for me. _____." These door hangers are signed by the mechanics doing the work. They fix responsibility for every job and make car owners feel that they personally know the man who does the actual service.

4. PLEASE RETURN THE HANGER: A firm operating four large laundries in the South had never used printed cardboard covers for wire clothes hangers. But with a shortage on wire hangers, a printer sold a large order of these cardboard hanger covers printed to appeal to the patriotism of customers to return the hangers and help conserve vital materials for the war. A similar idea was sold by another southern printer, but this time, it was simply a small card with a hole punched in it to fit over the hook of the wire hanger.

5. RATION PLACARDS: One printing salesman used the sugar ration theme for selling a large order to a food packer. This food packing and distributing firm bought some store cards and window posters printed in patriotic colors with a heading "There Is No Shortage in American Patriotism. Ration yourself on critical materials. Don't waste foods. Don't demand unnecessary services. Coöperate with all salvage programs in your community."

These ration placards were distributed to restaurants, grocery stores, and to other food outlets through the trade zone served by the packer.

6. HOUSE MAGAZINES TO INSTRUCT: Although a few large industrial and business firms have discontinued their house-organs since the outbreak of war and with the first talk of paper shortage, other firms have



Above copy appeared on a blotter by Shaw

found the need for house magazines even greater. One printer sold a large firm previously manufacturing heavy pumps and oil field equipment, *et cetera*, on the idea of a house magazine after this manufacturer converted most of his production into war materials. The printer, who has also acted as an advertising counselor at times, showed the manufacturer that he is now employing double the usual number of workers, many of them new workers and most of them doing a new type of job. The house magazine has been a direct and effective way of promoting better efficiency, closer coöperation, and a means of getting over some specialized training lessons.

7. **SAFETY:** Never has there been so much said and printed on the subject of safety. Although most printers have sold some safety leaflets, booklets, folders, cards, *et cetera*, one printing salesman who stressed the safety theme, has this experience to pass along. He says: "I have sold several automobile dealers and garage operators windshield cards, postal mailing cards, folders, and mailing pieces to use for warning automobile owners to have their present cars checked for safety-wheel alignment, steering adjustments, motor inspection, tire inspection, repair, *et cetera*."

"I have hammered at safety to sell air raid instructions and leaflets to hotels for all rooms, to industrial plants for all employees, to department stores and various business firms. Some of these safety instructions are used in connection with pay envelopes, some are handed out, some are posted in locker rooms, *et cetera*, and used in various other ways."

8. **INSURANCE FOR THE DURATION:** One printing salesman facing the draft was worried about the status of his regular life insurance. He reasoned that thousands of other policy holders were worried about what would happen to their life insurance if they were to become members of the armed forces, work in a war factory, or do anything else more hazardous than the routine of peace-time life. When this printing salesman contacted his life insurance company, he not only determined some facts for himself, but he sold the firm a small booklet on the subject, "Your Insurance

for the Duration." This booklet was a question and answer compilation that asked and answered any conceivable question that could arise from policy holders.

9. **FLIERS REPLACE ANNUAL CATALOGS:** Because of the shortage and uncertainty of merchandise, some jobbers, distributors, importers, and even manufacturers, have abandoned their catalogs. One printer has offset his loss in volume from the decline in catalogs by selling most of such customers on the idea of issuing fliers monthly or more frequently. He has shown these jobbers, *et cetera*, how to make the folders, fliers, and leaflets newsworthy and informative about new merchandise, new transportation regulations, and other service information for dealers.

10. **REDUCED DELIVERIES:** Every firm using motor vehicles has been ordered by the Office of Defense Transportation to reduce deliveries to one a day, *et cetera*, and even before this general order, firms in all fields of business have been busy working out new delivery schedules to save on rubber and equipment.

One Texas printing salesman sold the retail merchants association in his city on the idea of printing a folder and placing it in the hands

of all consumers to explain why special deliveries and such services must be abandoned, and asking consumers to carry as many of their purchases as possible.

The order was a large one—the local light company tied in and assisted the merchants by distributing the folders with the monthly utility bill. This salesman found that bakers, dairy operators, and other fleet operators were eager to buy leaflets explaining why delivery services had to be curtailed to co-operate with the war program.

11. **SERVICE BOOKLETS FOR POST-WAR GOOD WILL:** Many firms such as refrigerator manufacturers, radio makers, and even the oil refiners and distributors, have had their operations curbed entirely or reduced drastically because of the war program. These business executives are anxious to build good will now that will pay dividends during the post-war period; hence, service booklets are being used in many instances.

One refinery organization jumped at the suggestion made by an advertising printer for a booklet to be distributed through filling stations telling car owners how to get more mileage from tires, how to get better efficiency from their gasoline, and how to comply with the gasoline rationing program. The manufacturers and processors of many other items of merchandise will tell their customers how to use their products to the best advantage and how to get more service from the present commodity.

12. **PATIENCE, PLEASE—FOR TRANSPORTATION COMPANIES:** The street-car and bus companies throughout the country are being unjustly criticized in many instances for lacking ample facilities to provide comfortable seats for the many war-plant workers and the general public during the peak traffic hours. The tire and gasoline restrictions have put many car owners on busses and street cars; and this big increase in business for the transportation companies has overtaxed their facilities, brought demands for lower bus fares, and has caused a great deal of criticism from citizens and politicians anxious to defend the "dere peepul" from the big utilities.

One printing salesman took advantage of this situation—he found

Success

SATISFACTION AND CONFIDENCE

always accompany a service well rendered. Our business is growing. Not the "over-night" growth, but a nice, steady year-to-year increase. It is indeed a great satisfaction to look upon this growing list of loyal customers. We know it was possible only through the service well rendered those whom we serve and the confidence they have in our ability. We believe the old adage: "Business goes where it is invited and stays where it is well treated." We invite you to try our **COMPLETE PRINTING SERVICE**. We surely will do our best to render a satisfactory service and secure your confidence. Mail the attached card today or phone Victor 6782.

GOLDSBERRY & OLIVER
KANSAS CITY, MO.

Copy from a folder by Goldsberry & Oliver

the president of a local street transportation system more than eager to buy all bus and street-car transfer pads printed on the back with terse messages explaining the problems of the traction company in helping with the war program and in getting patrons to and from their jobs.

The executive first bought thousands of small leaflets that were distributed for several days to the riders of all busses and street cars; then following, the backs of the transfer pads were all printed with a timely message explaining why schedules had to be spaced out and maximum loads carried to conserve equipment and tires. The pads carried different messages about twice a month, one of the series asking housewives to do their down-town shopping during mid-morning or mid-afternoon and not to add to the traffic burden already imposed by school children and workers.

13. AMERICAN MADE PRODUCTS: Although the war has wiped out most import businesses, it is helping to stimulate the demand in many fields for American made goods—wine for example. One jobber who was a large importer from all parts of the world producing fine wines has given more and more stress to fine American brands, and his printer has furnished him with thousands of booklets informing consumers how to serve wines, recipes calling for wine, *et cetera*. These booklets are distributed to wine and liquor dealers throughout the territory served by the jobber.

14. HOW TO USE LESS OF OUR PRODUCT: It seems like selling in reverse gear; but with rationing in various fields, it is not always a matter of selling more but teaching people how to get along with less. Such had been the case with a sugar refiner, when a printing salesman suggested a series of new recipe booklets showing women how to bake quality sweet goods with a smaller sugar percentage. Recipes were compiled showing women what type of sweet goods carry smaller quantities of sugar, how to make icings with less sugar, and how to conserve sugar in general. This idea is one that can well be extended to all food lines and to many other fields of business until victory gives us the go signal for all-out sales programs.

The Typographic Scoreboard

JUNE, 1942

Subject: Vogue

Issues for March 1 and 15, April 1, and May 1
149 Page- and Two-Page Advertisements

Type Faces Employed:

Bodoni	48
Book (T**), 28; Regular (M*), 8; Bold (M), 12	
Futura (M)	13
(Medium, 11; Light, 2)	
Vogue (M)	10
(Medium, 9; Light, 1)	
Bernhard (M)	8
(Roman, 3; Italic, 5)	
Garamond Old Style (T)	5
Nicolas Cochin (M)	5
Weiss Roman (T)	5
Baskerville (T)	4
Bruce Old Style (T)	3
Cloister (T)	3
(Old Style, 2; Bold, 1)	
Bookman (T)	2
Centaur (T)	2
Franklin Gothic (M)	2
Kabel	2
(Light, 1; Bold, 1)	
Stymie Medium (M)	2
Bank Script (M)	1
Century Expanded (T)	1
Cochin, Lanston (M)	1
Elizabeth (T)	1
Goudy Bold (T)	1
Grayson (T)	1
Kennerley (T)	1
Lutetia (T)	1
Parisian (M)	1
Tango (M)	1
Typewriter (M)	1

*Modernistic—*Traditional.

Ads set in modern faces.....67
Ads set in traditional faces.....58
Affecting the score, of course, is the fact that the display of 16 advertisements credited above to traditional type faces appeared in faces of modern character, whereas but one credited to modern type was topped by display of traditional character. Thus, if display rather than text were considered the score would be: Modern, 82; Traditional, 43.

In addition 14 advertisements were completely hand lettered, 9 utilized numerous types, none predominating, and one was in facsimile handwriting. All these were modern.

Weight of Type

Ads set in light-face.....69
Ads set in medium-face.....30
Ads set in bold-face.....26

Layout

Conventional86
Moderately Modern.....47
Pronouncedly Modern16

Illustrations

Conventional61
Moderately Modern.....72
Pronouncedly Modern16

General Effect

(All-inclusive)
Conventional40
Moderately Modern.....81
Pronouncedly Modern28

Scorekeeper considers these the best modern and conventional page advertisements in the four issues of "Vogue" that were considered in this month's typographic analysis. It is understood, of course, that only typography, layout, and art are involved herein



War Accentuates Need for Industry Cooperation

By FRANK M. SHERMAN

● THE LONG-AWAITED opportunity to weld the graphic arts industry into a compact organization, "the most efficiently operated industry in the world," may materialize out of the present emergency.

The responsibility of the graphic arts in the war effort calls for the highest quality of production management the industry has ever known. It calls for unremitting effort to make the most of resources in men, machinery, and materials. It calls for the utmost efficiency in the operation of all machines of production and meticulous care in their maintenance. It calls for the most intelligent use of man-power and the highest rate of human production it is possible to attain. It calls for a reduction of waste to the absolute minimum, and the employment of means and methods which will make it possible to secure the best results from every pound of paper, ink, type, and other materials used.

To accomplish these very necessary and vital results will require an organization of effort in which each member of the graphic arts industries must play an important part. The means by which the desired ends are attained must be marshalled in concentrated and orderly array under the leadership of the Craftsmen and similar existing organizations.

All branches of the industry must be shown the necessity of contributing to the coming of Victory by actively pursuing a program of conservation of human effort, machine production, and of manufacturing materials, and expression must be given to the patriotic impulse by carrying on the work of advocating conservation until the printing industry becomes the most efficient manufacturing unit in America.

We can, each of us, dedicate our individual effort toward this end. Let each day's work record our interest in our nation's welfare. Can we do less than this when our sons, our brothers, our neighbor's sons and brothers are giving their lives to our nation's cause? We may not

be able to serve with them "in the line," but we can do our part to support them by our effort to make our industry, the printing industry, the most efficient and the most productive of all industries in this great land of ours. Let us dedicate ourselves to this cause.

To give practical expression of the movement to put into operation a program of real conservation in the printing plants of the nation, I suggest the following:

1—Appoint a plant conservation committee composed of the responsible executives in each operating department in your plant, the general superintendent to be the committee chairman.

2—Appoint a sub-committee from each operating department, of

which the responsible executive of that department shall be chairman.

3—Use these sub-committees to make a survey of your entire plant, department by department, and on your findings put into operation such a plan as will enable you to secure the best results from personnel and machines, and reduce waste of materials to the absolute minimum.

4—Scrap all obsolete and inefficient machines of every kind.

5—Search your plant to the very last and most obscure corner for scrap metals, paper, *et cetera*.

If you do these things conscientiously and completely you will make the printing industry the most efficiently operated industry in the world—and will help your Uncle Sam Win the War!

Editor's Note:—The foregoing article contains the highlights of an address made before the Fourth District Craftsmen's Conference at Baltimore by Frank M. Sherman, advertising director of the Lanston Monotype Machine Company of Philadelphia, Pennsylvania.

Good Offset Needs Correct Ink and Water Balance

By JOHN STARK

● IT IS IMPORTANT that a minimum of water be used on the offset press because of its ill effects on the paper, as described in our last article. It is equally important to maintain the correct balance between the water and the ink supply to prevent ink emulsification. When too much water is used on any type of lithographic printing the ink will lose its luster and reduce its original printing quality, eventually resulting in the final breakdown of the image on the plate.

Litho pressmen have often envied the type printer who has no damping to consider, nor a chemically prepared printing surface liable to all kinds of accidents to care for. When all is set and ready to go, the type printer can devote himself entirely to the productive end of the press. The gravure pressman, too, printing from an image in intaglio, can carry on without the need for any damping arrangement. But the lithographic pressman, owing to the nature of the printing surface he

uses, must have a damping outfit, vastly complicating his work because of the necessity of persuading opposing materials to work together harmoniously.

To obtain the maximum efficiency from the damping unit, make sure that the dampers are in first-class shape and correctly adjusted mechanically. Ascertain at the outset that there are no bent spindles and that the cores of the dampers are the same circumference along the entire length. This also applies to the inking rollers. Do not underestimate the importance of this matter, because, no matter how skilful the operator may be, he cannot get good results if these undesirable features are overlooked.

Do not attempt the impossible and try to damp with rollers which have become hard or worn with long use; or dampers which have hard dry ink on them. If you cannot restore them to good shape by washing them you should have them recovered. Do not use dampers which have become loose or

baggy; it is impossible to get even damping with poor dampers.

Set the top damper lightly against the brass roller, perfectly even all the way across; then drop your damper so that it will have nice, even contact the full length of the plate. Raise the dampers and set the bottom damper in contact with the brass roller, possibly a fraction tighter than the top damper. The top damper meets the brass roller immediately after it has received the supply of water from the kisser, or intermediate roller, and if it is set a trifle lighter against the brass roller it will not absorb all the water, leaving a supply for the underneath damper. Otherwise the bottom damper would be receiving its supply of water from the plate. At the same time be careful not to set the bottom damper too tightly against the brass roller or the water will be squeezed out of it and your damping roller will soon become uneven.

Set your underneath damper in contact with your plate, the same as your top damper. Keep your water fountain roller covered with eight-ounce duck, taking care to see that there are no holes or slits in it. Set your kisser, or intermediate roller, in light even contact with both the water roller and the brass roller, using your eccentric cam for a supply of more or less water as required.

If you follow the foregoing instructions you will be able to obtain good damping with a minimum of water, which at all times is absolutely essential on the offset press. Another important factor in good damping is the care and condition of the brass roller. To obtain good damping, no ink should be allowed to accumulate, and the roller should be washed occasionally during the course of the run. To prevent an accumulation of ink, the brass roller should be washed with gasoline, then cleaned with water and pumice powder, and, finally, etched and given a thin coat of gum. A specially prepared water roller which is ink resisting is standard equipment on most of the newer offset presses, therefore the foregoing remarks do not apply to this type of water roller.

To obtain good damping it is necessary to use the minimum of dope, or etch, in the water at all times,

as any excess of etch in the water will set up a combination of circumstances which not only results in stopping the press frequently but, if you have a long run, will eventually ruin the transfer on plate. To avoid any uncertainty as to the acid content of the damping solution the proper method of testing the pH value of the solution in the water fountain should be used. A pH value ranging between 3.8 and 4.6 is generally considered safe and the test should be made by the pressman at least twice every day.

Some dampers are built up to the desired thickness with one or more coverings of specially prepared flannel or felt, while, on the other hand, there are many dampers in use which are built up to the required thickness with a permanent layer of rubber composition. These dampers usually only require one layer of molleton to bring them to the correct thickness.

Much better damping will be obtained if the roller stock is of such a circumference that it will allow for at least one or two flannel sleeves under the molleton cover, as this forms a reservoir for surplus water and there will be much less possibility of the dampers becoming dry during temporary stoppages, thus avoiding spoilage due to scum when restarting the press.

• • • — Misplaced Emphasis

Business correspondence, according to an experience of the Frye Printing Company, of Springfield, Illinois, will elicit replies addressed to the largest line of type on the letterhead, whether or not it is the company name.

The Frye company, according to Ben Wiley, designed a letterhead with the words, "Typographic stylists," printed in large type across the extreme top. In much smaller letters appeared the company name and address, a half-inch below.

Soon, Ben reports, letters and even checks began to come in, addressed to "Typographic stylists." This large line on the original letterheads was printed in orchid, with the remainder of type in black.

Frye's experience demonstrates again that it is the *biggest* line that is seen first and makes the strongest impression. Smaller lines are always subordinate.

• Answers to It's a Quiz

Here are the answers to the quiz on page 42. How well did you remember the information which you have read from time to time in previous issues of this magazine or have seen elsewhere?

1. **1,000** all-Negro plants employ about 3,000 wage earners. In addition, some Negro printers are employed in white shops. There is a scarcity of good Negro printing craftsmen.

2. **False.** Electrotype are made by the electrolytic process of depositing copper on a wax mold. Aluminotypes are made by a casting process, wherein the aluminum is forced into a plaster-clay mold by air pressure.

3. **Add** a small quantity of thin varnish or paraffin oil if the ink has too much body; add long varnish or body gum if ink is soft and, therefore, smears; don't use an ink that contains earth pigments.

4. **Mark Twain** (Samuel Langhorne Clemens), Walt Whitman, William Dean Howells, Bret Harte, and Joel Chandler Harris all were printers.

5. **The master alphabets**, hand drawn, are semi-automatically controlled and appear under the lens of the camera, and film is made. Justification is made by spacing the characters as the lines are set. Enlarging, condensing, stretching, screening, and slanting are done by changing the lens.

6. **Light weight** for mailing; durability for rough handling and presswork, general satisfactory printing qualities.

7. **Cellophane** by anilin, oil ink, or by gravure; corrugated board by rubber plates or offset lithography; glass by the silk-screen method.

8. **Show-through** is the print on one side being seen by looking at the reverse side. Strike-through is the excessive penetration of ink into the stock. Offset is the smudging of the bottom of the sheet by the inked surface of the sheet below it.

9. **No.** Copper 1.6 per cent, lead 2.4 per cent, antimony 6.8 per cent, tin 3.5 per cent.

10. **Ink must be quite thin** to fill the multitudinous cells in the etched copper cylinders.

11. **Baskerville**: Caslon and Janson tied for second place.

IP

BREVITIES

Stray bits of fact for craftsmen and students; nuggets of information about the industry

collected from various sources and presented here for your edification and pleasure ★

● **JUST FIFTY YEARS** ago John C. Harding was installed as president of No. 16, of Chicago, which was then, as now, the second largest local of the International Typographical Union. Arrangements are now being made, under the direction of Thomas Canty, president of No. 16, for a suitable observance of Harding's installation a half century ago.

Harding for years played an active part in I.T.U. and A.F. of L. activities. He served as delegate and later president of the Illinois Federation of Labor, and as a No. 16 delegate to the Chicago Trades and Labor Assembly, and to its successor body, the Chicago Federation of Labor.

These organizations elected him as their delegate to the A.F. of L. and as such he attended conventions of the national organization at Birmingham and Toronto. Later he was chosen an I.T.U. delegate to the national A.F. of L. conventions, and attended the meetings in El Paso, Atlantic City, Detroit, and Los Angeles.

For years an employee of the *Chicago Daily News*, Harding is now retired on pension.

● **PLASTICS** ARE no stranger to the graphic arts industries, and now the Bakelite Corporation, a pioneer in the development of plastics, has come through with a new use for stereotypes fashioned of the ubiquitous and versatile material, according to *Bakelitens*, company house-organ.

As usual, necessity was the mother of invention, and the plastic plates were born of the need for a light-weight substitute for metal engravings which could be shipped via the airlines to Latin America by the United States Coordinator of Inter-American affairs.

The coordinator's problem is to supply photographic news stories to Latin American countries for publication in their newspapers and periodicals. Normally this would be done through the use of stereotype mats as used in the United States, but this procedure was effectively halted by the fact that few South American papers have facilities for casting stereotypes from mats. Excessive mailing costs precluded the alternative of dispatching the metal stereotypes themselves.

The problem was eventually solved by the use of plastic printing plates, which compare in weight with mats, and in quality with metal.

Manufacture of the plastic plates is comparatively simple. First a zinc photoengraving is made; then, with heat

and high pressure, the zinc is pressed into a piece of heat-hardening Bakelite matrix material, which, as a negative, serves as a mold for producing the actual plates, also formed of Bakelite.

Time required for the production of the mold is fifteen minutes, and for the plate, five minutes, with multiple plates produced in one pressing, insuring rapid production.

The printing plates are only 1/16 of an inch thick, and weigh but 1/20 as much as an ordinary stereotype.

● **OLDEST EMPLOYEE** of the RCA Manufacturing Company of Camden, New Jersey, is Franklin P. Jester, a proofreader and former printer, who recently celebrated his eighty-eighth birthday.



FRANKLIN P. JESTER

Members of his department, mailing and advertising, presented Mr. Jester with a large bouquet and a box of candy, the presentation being made by the department's supervisor.

In his nearly forty years with the company, Mr. Jester has read so many millions of words that he has no idea of their total, he declared. Possessor of remarkable eyesight, the veteran proofreader wears glasses only occasionally, and swears he "doesn't need them then."

● **IN CLEVELAND'S** recent War Bonds for Victory Parade, the float of the Harris-Seybold-Potter Company made an impressive showing.

The HSP float featured two huge Uncle Sam hats, in each of which were three pretty girls who waved and tossed handfuls of candy kisses into the throngs which lined the parade's course.

A large box formed of four panels separated the two hats, and displayed patriotic pictures and slogans.

● **NEWS-PRINT**, in the British Isles, has been driven by acute shortages to \$104 a ton, from a pre-war level of \$45 when both pulp and paper were imported from the vast reservoirs of Scandinavia. Now every pound used in the Islands must run the gauntlet of the Atlantic, from the Americas.

With circulations mounting, English newspapers were obliged to reduce their page numbers, and to condense news columns to a minimum, in order to find space for advertising matter. From twenty- to thirty-four-page editions, popular dailies now publish four-page issues.

The British Government fixes the tonnage of news-print available, and the newspapers themselves have the task of making it go around. They have formed a coöperative concern, the Newspaper Supply Company, to pool supplies and a rationing committee allots every publisher his fair share.

Morning and Sunday newspapers now may carry not more than 40 per cent of their pre-war advertising, evening papers not more than 45 per cent, and weekly, bi-weekly, and tri-weekly newspapers not more than 55 per cent of the pre-war volume.

● **HIS LAST TYPE** face, appropriately named "Goudy 30," is being designed by Frederic William Goudy, famed typographical artist. The new face is described as a Roman type with a Gothic influence.

In a gesture of tribute to the designer, the story of his last type face which appeared in the *Chicago Herald-American*, was given a heading of Goudy Bold, a type not customarily used by that newspaper.

● **UPON HIS COMPLETION** of fifty years of service with the F. N. Burt Company of Buffalo, as superintendent of the printing department, Robert B. Ebert, sixty-two, was honored at a dinner in a Buffalo hotel attended by more than sixty executives and employees of the firm.

Mr. Ebert, who received a \$100 War Bond and other gifts, declared that if he had his life to live again, he would choose exactly the same course. "I've been tremendously happy here," he said. He started with the company at the age of twelve, as an office boy.

"The twenty-five men in my department are all specialists," he said. "The printing we do—in many languages and on every conceivable type of paper and cardboard—demands the most expert handling."

Specimen Review

BY J. L. FRAZIER

Items submitted must be sent to this department flat, not rolled or folded, and marked "For Criticism." Replies about specimens can't be mailed

WALLACE KIBBEE & SON, San Francisco, California.—The specimens you submit—for the most part greetings and poems serving as such—leave nothing to be desired. Characterful type faces, expertly handled and beautifully printed on appropriate and attractive papers—often with deckled edges—create effects which are both appealing and impressive.

THE FRANKLIN PRINTING COMPANY, of Louisville, Kentucky.—Your blotter, "The Season Suggests Color," is decidedly effective. "Color" is in reverse in circular cut partially bleeding off at top and near right-hand side of piece. It is red-violet. Leading off from this circle there's a succession of eight solid circles extending first downward then upward to left-hand edge, these in five different colors. It's a striking layout—highly forceful though extremely simple. Text and heading are in black above arc of color circles; signature in black is near lower right-hand corner.

THE READING-EAGLE PRESS, of Reading, Pennsylvania.—As you say, "In these times when industry is refraining from issuing catalogs we thought it refreshing to you to receive a copy of the catalog we just turned out for R. F. Cunningham, advertising manager for the Curtis-Stephens-Embry Company." Considering it was produced in March it is all particularly refreshing. Mr. Cunningham was just in the lead, realized there was no shortage of paper used for catalogs—and other things. The catalog, "A Heritage of Experience," offering juvenile shoes—illustrated largely by half-tone illustrations of them, but with a few factory views—is well executed, presswork being outstanding.

THE KALKHOFF PRESS, New York City.—You are to be congratulated on the continued excellence of your series of letter-size French-style folders, printed in black only on colored cover stock. Each folder emphasizes the value in business of different items a printer does, the two most recent being entitled, "Folders" and "Package Inserts." Front pages bear only these words but it requires no stretch of the imagination to realize "Folders" in seventy-two-point Greco Bold caps on an 8½- by 11-inch colored page is impressive. Third page in each bears compelling copy in large, readable types—widely line spaced—and, like the title pages, impressive.

CLIFFORD B. BISCH, Hollywood, California.—The "Announcement" of the opening of your studio is attractive and impressive. The striking silhouette illustration of hand holding stick in red on the title page of French-style folder

seems to require for the single line a type of greater strength than the thin Huxley Vertical, the relative weakness of which is accentuated by wide letterspacing. Even in red, much weaker in tone than deep

brown used for single line of the title, the type is overbalanced. The third and only other printed page is neat and readable but the large Grayda initial should extend into the left-hand margin.

THE YORK COMPOSITION COMPANY
BIERMAN & ROSE AVENUES • YORK, PENNSYLVANIA

Call these impressions what you will, we should learn to recognize a power more able to anticipate our needs. It is to our decided advantage to put aside our meagre decisions and beliefs and humble ourselves to this ever-present and all-knowing help.

Whether as a voice in the stillness of a quiet moment or as a thought amid the noise and confusion of the noon luncheon period, we should be in a listening mood—eager to accept and follow out the message as coming from a wisdom that is far beyond conception.

This wisdom is limitless, but there is a tiny spark of it within your being that, when cultivated, will contribute to peace and happiness. Believe, accept and follow—and you will be on the right trail.

Do you agree with this?

Turn your Hand to Something

BACHELOR'S Friend Hosiery a year ago were mailing to its salesmen and friends all over the country articles so well written that we think one of them has a place in the Trade Compositor. It will be worth your while to read on. . . . Turn your hand to something. And stick to it. Even if it is not one of the headline jobs. Don't shoot off at a tangent. Don't be a darter. Don't get all steamed up over nothing, when there is plenty of something to get enthused about. The scene is all cluttered up with footless lads who are able to turn their hands to anything but who spend most of their time wondering why their train never leaves the station.

Your jack-of-all-trades is seldom master of any. He shuffles along, without definite aim or purpose, taking up this task and that one. And

Cover, title page, and two representative pages from house-organ issued by the York Composition Company, York, Pennsylvania. The "V," as well as the military motif illustrations, is in red ink

MASTER TYPOGRAPHERS, of Saint Louis, Missouri.—Announcement of the opening of your business in the form of a diploma printed in black and pale blue on parchment-like paper will receive attention. It is a novelty, considering use. Rules are cleverly used to simulate a curved ribbon at top, name enclosed being set in Old English. Except for names of Harvey Olson and Ernest Lindemann, which are in script as if engrossed into form already printed, as is customary with diplomas, other copy is in one size of roman caps. The clever trade-mark made up of rules suggesting pieces of type and star ornament is too small and as printed in such weak colors—silver and blue—is scarcely visible, constituting about the only weak link in an otherwise excellent specimen of typography.

EMIL GEORG SAHLIN, of Buffalo, New York.—Your program booklet for the Annual Ben Franklin Party of the Buffalo Club of Printing House Craftsmen is a real achievement in impressiveness, has, also, the required dignity. We regret lack of space required to paint a word picture—if really we could, adequately—but are glad, of course, to admit inability to find flaws. Page size, 5 by 11½ inches, is but one element of the cover's impressiveness. With few type lines in big sizes of a characterful sans-serif, toned down by printing in dull gray-blue, emblem with shadow background in brilliant red,

Four excellent mailing cards of the Rochester Monotype Composition Company, Rochester, New York. On card at upper left, irregular line and the word "plus" are in red; lower left, the "R," lines, and circle, are printed in blue. Blue also is used on card at upper right, with the large "R" and the two last lines printed in that color. In the card appearing at the lower right, two arrows, the encircled word "Type" and company name are in red

PROFESSIONAL ENGINEER
Official Publication of American Association of Engineers

Official Publication of American Association of Engineers

The Managerial Revolution

Public Relations in War Time

"Where Do We Go From Here, Boys?"

Engineers in the Headlines

Vol. 27—No. 1

Winfield Colvin, Mount Morris, Illinois, based this publication cover design upon a letterhead shown in The Specimen Review

and the booklet tied with a liberal amount of red cord, the banquet tables must have been cheerful sights.

KURT H. VOLK, New York City.—You deserve quite as much credit for using the selection from the "lost speech" of Abraham Lincoln for your wall piece as you do for its beautiful and impressive design and typography. The colors—black, rose, blue-gray tint, and silver

—make a beautiful combination on the toned parchment-like stock. Copy, properly designated by you as "a timely and inspiring message to those who today so courageously fight against the forces which would deny men life, liberty, and the pursuit of happiness" merits use by many other printers one way or another. The text of Lincoln's immortal and inspiring message is: "Those who deny freedom to others, deserve it not for themselves; and under the rule of a just God cannot long retain it." Amen!

The Bronxville (New York) Review Press of March 27 is an eye opener. This "Spring Fashion Edition" containing twenty-eight standard-size pages is, according to the publishers, the largest newspaper ever published in Bronxville. The book stock it is printed on is the same as used in each week's issue. The fashion section differs from many others that are published throughout the country in that all illustrations are of local residents modeling the latest spring fashions in the shops of the merchants who have taken space in the paper. The edition is of conservative but interesting makeup with news heads of restrained size. Presswork is the finest feature, the better-than-usual grade of paper being, of course, a contributing factor of considerable importance.

SPACE doesn't permit detailing features of excellence of the Pictorial Issue of the

Rochester Monotype Composition Co.

77 South Avenue • Rochester, N. Y. • Telephone Stone 3379

TYPE COMPOSITION PLUS

When you buy type composition here you buy more than a commodity that results in a profit. You are sharing in all the resources of the Rochester Monotype Composition Company, a most thoroughly equipped and efficiently staffed organization of service specialists.

MONOTYPE
LINETYPE
HAND COMPOSITION
LAYOUT
FOUNDRY LOCK-UP
REPRODUCTION PROOFS
MAKE-UP

The layout and typographic consultation service available at the Rochester Monotype Composition Company is now more than ever in demand. Here you will find at your command a staff of typographic specialists serving the largest as well as the smallest buyers of composition and complete make-up.

RM

ROCHESTER MONOTYPE COMPOSITION CO., INC.

77 SOUTH AVENUE, ROCHESTER, N. Y. PHONE STONE 3379

LINETYPE • MONOTYPE • HAND COMPOSITION • LAYOUT
FOUNDRY LOCK-UP • REPRODUCTION PROOFS • MAKE-UP

RM

The clients of the Rochester Monotype Composition Company include many of the most progressive printers and advertising agencies who demand and receive type composition that ranks with the best.

Rochester Monotype Composition Company, Inc.

77 South Ave.
Rochester, N. Y.

Layout, Make-up
Monotype, Linotype and Hand Composition
Proofs for Reproduction, Foundry Lock-up

PHONE
STONE
3379

Printers and advertising agencies meet the most exacting demands of buyers when they depend upon the Rochester Monotype Composition Company for their requirements. This highly specialized organization includes men who know every detail of type composition and make-up. A fully equipped plant with material to meet every situation, is at your command. Monotype, linotype, hand composition.

type

ROCHESTER MONOTYPE COMPOSITION CO.

Telephone Stone 3379
77 South Avenue, Rochester, N. Y.



PROTOTIPOGRAFIA PUBLICITARIA ARGENTINA
LUIS L. GOTELLI
Aeropuerto 1071 - REPUBLICA ARGENTINA - BUENOS AIRES

TIPOS BODONI

BASEADOS SOBRE LOS TIPOS
DE
GIAMBATTISTA BODONI



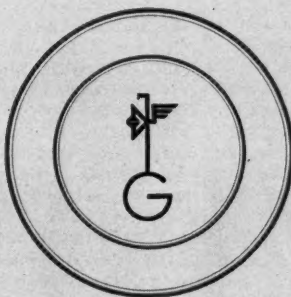
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República Argentina

TIPOS CASLON



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Aeropuerto 1071 - Buenos Aires
República Argentina

Trafton Script



PROTOTIPOGRAFIA PUBLICITARIA ARGENTINA Luis L. Gotelli
AEROPUERTO 1071 • BUENOS AIRES • REPUBLICA ARGENTINA

Sectional title pages from huge loose-leaf type book issued by Luis Gotelli, Buenos Aires. Ornaments are in green and two shades of red

Syracuse University Bulletin. In general large halftones, almost all bleeding off one side or another, or on all, with excellent typography—large Bodoni Book widely line-spaced—make for a high degree of excellence, especially with presswork so good on the high-grade coated stock used. On the cover the orange second color is too weak for the upper group, *Syracuse University Bulletin*. The same color is all right for "Pictorial Issue" at the bottom because there it is surrounded by near solid sections of the halftone printed in black which bleed off all around. The trouble with the first group is that the orange is surrounded by highlights; contrast, which sets off bottom lettering, is lacking, and would have helped.

AN EXTREMELY EFFECTIVE USE is made of a second color in a recent number of the *Paper News Poster*, issued by the Crocker-McElwain Paper Company, of Holyoke, Massachusetts, by confining it to halftones. All text, headlines, *et cetera*, are in the conventional black, and the halftones, printed in a suitable blue, stand out from the gray background with astonishing effect. So far as we know, this is the first time that this treatment has been used; usually, the second color is split up among display lines, borders, ornaments, and initials. The copy of the *Poster* is in the form of a French fold, and opened full length forms a 17- by 22-inch poster, with a portrait of Robert P. Patterson, Under-Secretary of War, printed in the blue ink, and a quotation from him, "The Number 1 Business of America is Production," in black, presenting a dignified and pleasing effect.

JOHN R. GORDON, Orlando, Florida.—Your notehead for the "20th Interceptor Control Squadron" is of decidedly interesting, impressive design, colorful, too. Featured is a round 1½-inch illustration of "native," probably an air-raid warden, beating a drum of some sort from which big sound waves like pictured lightning spread. Planes soar overhead. Picture is in yellow (tropical sky), green (ground), red (drum and lips), and black. The circle near upper left corner is outlined in red, a fine red line extending from top point of circle to left bleeds off. A similar red line extends to right from bottom point of circle and ends near right-hand edge of sheet in

tiny silhouette picture of plane, also red. The two lines of type in black occupy space above this red streak and to right of space. It is great work, Lieutenant.

OSCAR BARNHART, of Flint, Michigan.—The prayer you have drawn with Old English letters almost an inch high, with rubricated uncial initials at significant points, is highly attractive. In the size, 9 by 14½ inches, it is appropriate, suitable for framing—indeed was probably done for your church as the writer once did such a thing (larger, however) for his. Improvement is possible, however, in two respects: In design the border is out of key with the lettering, being geometrical. Also, it is not significant of any religious motif. Secondly, the small lettering, "lettered by Oscar Nelson," in the nature of an imprint, is not smooth and uniform like the larger lettering of the text. The word "lettered" at start of imprint, though copy is incomplete as a sentence, should be begun with a capital "L". Even so, lettering of prayer is so well done and colors so pleasing the item has much merit.

MCCORMICK-ARMSTRONG COMPANY, of Wichita, Kansas.—The recent issue of your house-organ, "Impressions," should convince the printer buyer of the necessity to continue his advertising during these times. Eight pages, 11 by 14 inches, provide ample space to present your story. The large halftone on the cover, which pictures a blackout, ties in with the theme of the issue, "Victory and Your Advertising . . . It's no time to Black Out Your



"More Power To His Wings"



THE PRINTING INDUSTRY is rapidly adjusting itself to the national defense program and is assisting government leaders to promote health, welfare and safety projects for the civilian population. In the commercial printing world there has been some rearrangement of advertising campaigns where defense work has taken needed materials. When the field for a product has been closed by war conditions much of the advertising effort has now been turned to copy themes of an institutional nature that will reap its rewards after the war... oh, yes, this war will end, and with the U.S.A. and its Allies on top. For several weeks here at Frye's we've been co-operating with customers to meet the changed conditions *****
 FRYE PRINTING COMPANY • SPRINGFIELD, ILLINOIS

Two blotters that make good use of the national colors. A broad, red band features top blotter by the Elmer W. Miller Company of Cincinnati, with stars, eagle, and printing in blue on white. More delicate treatment is accorded the colors in the lower blotter, by Ben Wiley, of the Frye Printing Company, Springfield, Illinois. Printing is blue; stars red, and lines in blue and red

Advertising." The cover, no doubt, would have appeared to better advantage had the space divisions of the panels above and below the illustration been varied slightly. The heading in the top panel would have been more in keeping with the shape of the panel it occupies had the word "Victory" been placed on the same line with the phrase "And Your Advertising" and the line below spaced to square up with the combined line. Use of the second color, a light blue, is very effective; and the center spread is a fine example of your ability to produce offset lithography in color.

B. BUCHBERG, of New York City.—The merits of color and modern design are most emphatically demonstrated by your remodeling of "A Business Builder," six-page folder of New York Typographical Union No. 6. Copy is the same. With very ordinary layout, and in black only, the original doesn't begin to command the attention and interest of the second, strikingly modern and lively in design and printed in red and blue. Only on the center spread, listing printers of Greater New York in position to apply union label, does the original surpass your folder. Here, with a larger face of type and printed in black, the names are noticeably easier to read than on your spread on which the names are set in a more delicate type and then printed in blue which hasn't the car-

rying power of black. One cannot resist opening the folder you produced.

PETER RYBOCK, Kalamazoo, Michigan.—We regret review of your Franklin blotter has been delayed through being placed out of order in the parade. Layout is interesting, unusual, and decidedly effective. Indeed, correction is required in just two respects. The more serious error is the extremely wide spacing between words of the small italic group on account of the measure being too narrow for the size of type. Ironical as it may seem, due to nature and length of words in this one case, spacing would be better if the measure were half a pica less. The very bad effect of the final three lines, however, would be overcome if part of "government" (gov-) were in the third last line, reducing space there and permitting bringing "gion" alone on last line to next to last one, making it final. Of minor importance is use of double rule (thick and thin lines) beneath the line, "Printing Education for Defense," set in monotone type of which character is all display.

ART PRINT SHOP, Rochester, New York.—Except for crowding in the section devoted to name, address, *et cetera*, your "Victory" blotter is very good. The flag in red and blue appears within a heavy circle in center of piece printed in light metallic green. Four-point rules in this color lead off from the circle to four corners

Script on the blotter appearing below appears white (stock) on a background of light green, with figure of the skater in reverse, and black. Addition of recipient's name lends a pleasing personal note

Figures That Please

MR. J. L. FRAZIER

The figure skater is the acme of grace... the figures you receive on our bills, are fair prices, assuring you quality work and a fair profit return to us.

AYER & STREB

15 SOUTH AVENUE • ROCHESTER, N. Y.

STONE 1166

and into pica-wide border in the green which bleeds off all around. "Victory" is in red in upper triangular space, "We Did It Before" in one on left, "We'll Do It Again" in one on right, these in blue, as are all lines in bottom panel except name, which is red. The emblem, "Let's Go U. S. A. Keep 'Em Flying," is in upper left-hand corner, miniature reproduction of war savings bonds poster in lower right-hand corner, these in blue tint little stronger than stock. Another blotter, "The Jig Is Up," is less satisfactory. With lines in lower part so large in relation to space, crowding is manifest. Another fault is where type in black over-prints deep blue panel and is practically invisible.

NEELY PRINTING COMPANY, of Chicago.—Your recent "Book of Type" is a production of which you may justly be proud. In addition to serving as a type specimen book, it is a striking example of the good printing which you produce. The cover, stamped in silver and black,



KEEP 'EM FLYING
 KEEP 'EM SAILING
 KEEP 'EM FIGHTING

Typo Graphic—May 1942

The American Eagle in red dominates this cover of "Typo Graphic," publication of the Edwin H. Stuart Typographic Service of Pittsburgh, Pennsylvania. Printing is in blue on white stock

on a rough-finished buckram of light blue, is well designed and will have lasting identity for your firm. Introductory pages carry out the color scheme of the cover and tell the story of the Neely organization. Section pages are printed on a blue stock in silver and black. Specimen pages show a limited amount of copy in both caps and lower-case for display faces. Display faces have pica measures overprinted in a faint color to make character counting easy for the user of the book. Machine or text faces are grouped together and are shown with and without leading. Characters to the inch are given for all faces. It is a well designed book in all respects.



Business card of Koodin Lapow Associates, the company name in yellow, other printing in black

THE KING-BARR PRESS, Worcester, Massachusetts.—Your 1942 calendar card, mount for which is produced in several colors by the silk-screen method, is an achievement to be proud of. The mount is of three parts. Near half (the top) the card is devoted to illustration of wild ducks arising over marsh. Across bottom there's the light gray band with name and address overprinting in black. Between illustration and band mount is solid black-and-calendar pad (printed letterpress) is stitched in center of this section. As the writer believes silk-screen is due for increased use he likes your copy on accompanying leaflet which reads as follows: "The Silk-screen Process, by which this picture was produced, actually creates a painting by production methods. Requiring no plates, it is the least expensive method for short or medium length runs. This process can be used in many places where other methods are impossible; such as on wood, metal, and cloth. It is as practical on simple signs in black and white as it is on a multicolor display card."

CLARKE-SPRAGUE PRINTING COMPANY, of St. Louis, Missouri.—The attractive typography of the text of "A Bill of Rights" is at a handicap because of the undue prominence given the border. This is mainly

formed with seven parallel rules, the half-inch bands at top and bottom being blue, those at sides red, these crossing near the page corners. Each band is broken in the middle, at top for flag illustration, at bottom for cut of Liberty Bell, and on each side for eagle above shield. The heft of this combination border would be adequate for a page double the size, too strong, as intimated, for text in ten-point Caslon Old Style. Interesting feature is use of initials, Old English caps, opening text of each article, interest and novelty coming from printing these alternately in red and blue.

Type matter—including head, except for line "The Constitution of the United States," set in Old English and printed in blue except for initials in red—is black. The narrow fold-over from left bears greeting, typography of which contrasts pleasantly with that of "A Bill of Rights." Presswork is good.

THE PRINTING INDUSTRY CRAFTSMEN OF AUSTRALIA have issued a booklet, "The Craftsmen's Emblem," the story of the device (trade-mark) of Fust and Schoeffer used first on the famous psalter of 1457, now emblem of the International Craftsmen. The text by John Gartner, outstanding craftsman among "our pals" down under, is authentic and interesting. Typography is chaste, in the case of the cover too much so, type being too small in relation to page. Proportion applies in that relationship as in numerous other things. Best of all is the title page, though in view of large amount of open space in the page lines are too tightly spaced. Proportion is again ignored in the dimensions of the type page (text), it being too short in relation to width, while side margins are too narrow in relation to those at top and bottom. It is interesting to see the booklet, aside from colophon, completed with "The Craftsmen's Invocation," by

Henry Lewis Bullen, because THE INLAND PRINTER, for which Mr. Bullen wrote throughout many years, turned it over to the International Association of Printing House Craftsmen. In italics throughout, this page is attractive, though the addition of one-point leads would be an improvement. In spite of adverse points the book is still commendable.

J. HORACE MCFARLAND, "the old maestro" of printing, and flowerers as well, and the craftsmen of his company at Harrisburg, Pennsylvania, have again issued an outstanding and characteristic calendar (April, 1942, to March, 1943) to demonstrate to customers and prospects—largely the growers of flowers, plants, shrubs, and trees—special ability at making them look natural in pictures. There are eighteen leaves, 9½ by 12½ inches, on heavy white cover stock, besides one unprinted leaf of blue cover stock at back, pale yellow plas-

tic bound at top (short way) with loop of red cord in center for hanging. The twelve calendar leaves and five of the six others bear large illustrations of different flowers, the blooms themselves large where, as is usual, one variety only is illustrated, or, in a few cases, whole gardens. The one exception—second leaf—bears halftone of McFarland building. It is in black only with compelling promotion copy beneath headed "Speaking With Due Modesty." Aside, the writer feels superlatives might be used on this and five other promotion and educational pages. Plate work and presswork are excellent—colors bright and beautiful. No expert on correctness

★ BOOK OF Type

NEELY PRINTING COMPANY

★ BOOK OF Type

NEELY PRINTING COMPANY

571 North Franklin Street • Chicago

Telephone Superior 8990

Cover and title page of book of type faces of Neely Printing Company, Chicago. Book is case-bound. Word "Type" on cover, above, is in silver on blue cloth, type lines in black. On title page ornament and word "Type" are in light blue

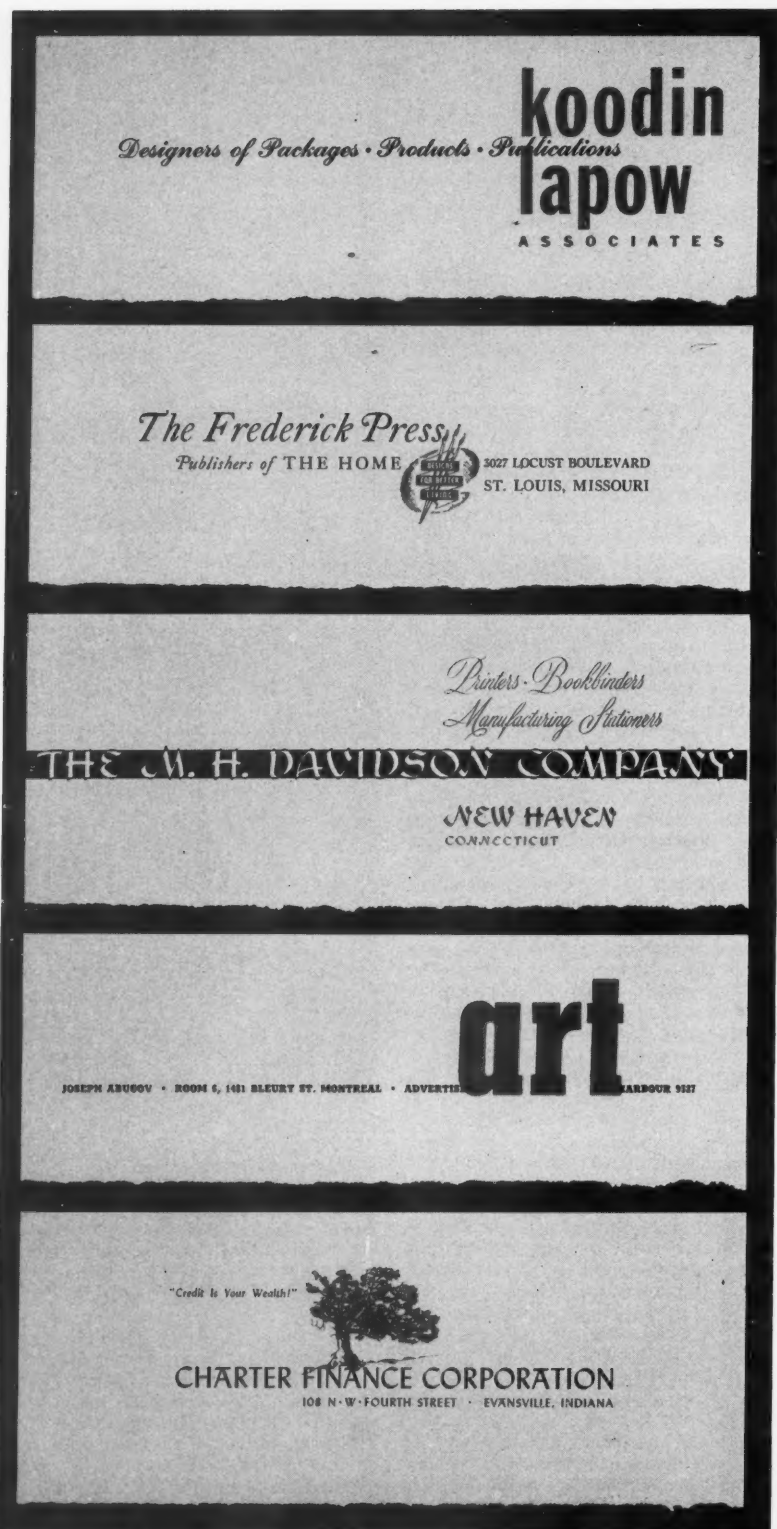
INTRODUCTION A BOOK OF

Type

This Book of Type has been prepared to meet the requests of our customers . . . to aid them in giving typographic expression to their printed productions.

While these specimens represent our type resources, they also set forth an array of fashion especially when combined with one another and when used in various formations.

Some of these type faces show the contemporary influence, while others are as staple today as they were centuries ago. Aside from the spectacular types which are best when used sparingly, the prime object of printing is legibility. Therefore, to best convey a message, type should be made easy to read.



Five outstanding letterheads which reflect not only good taste but effectiveness in a modern manner. Company name is given emphasis in the top specimen by use of much larger type, printing it in yellow, which contrasts quite effectively with the black otherwise used. The letterhead of the Frederick Press was designed by T. L. Shepherd, and derives a vivid touch from a bright red ornament. Company name printed in reverse on a green band, with the remainder of printing in a rich gray-brown, lends distinction to the third specimen, while the fourth letterhead's most distinctive feature is the word "art," printed in oversize letters in a pleasing russet. On the original of the last one, by The Printing House of Robert Williams, the tree is a bright green

of colors, this writer, knowing Dr. McFarland and his reputation for years, would, if a gambler, stake quite a pile on their authenticity. One might wonder why a calendar starting with April. Was the Doctor so fussy he couldn't get it out on time? We'll agree he is fussy making pictures of flowers look like the real thing but he starts his calendar with April so it can be mailed with the popping of the first blossoms.


AUTOVENT FAN & BLOWER COMPANY, of Chicago, Illinois.—Your advertising department and printer have done good work on the "loose leaf" catalog No. 30 dl. The quoted pair of words are to emphasize the binding. It is not one of those heavy binders but a heavy cover paper folded in center at binding five times providing full-opening front and back but two double thick yet narrow sections of stock, round-hole punched like sheets and folders (bulletins) for insertion of brass brads to hold them. This is no rare practice but one more concerns could use and more printers sell. Front cover design is strikingly but not objectionably modern, though spacing of three lines of big type, title and signature, is too tight. Part of the design is a scalloped round sticker commemorating company's 25th anniversary, doubtless used on letters, *et cetera*, sent out during period of celebration. While copy of enclosures is of difficult kind to handle, there being much statistical and tabular matter, layout, display, and composition are good. Though seemingly impossible, economics being a factor, we cannot help wishing there were less copy set in such small type. While the red-orange second color is all right for the reverse plates and panel background it is rather weak for lines of type. While the color seems weak in places because insufficient ink was carried, we're sure even if more were laid on the effect of weakness would remain, so the color should be more to red and less to orange or lines of type printed with it set in bolder type.

PUPILS of the Graphic Arts Department of Akron's Garfield High School, ably instructed by Merle A. Clark, have turned out one of the most attractive and original small calendars for 1942. White calendar leaves are 5½ by 5½ inches, mounted on heavy black stock 6¼ by 12 inches. Leaves at top are stitched about one pica from center of black mount which is scored above (the short way) for folding so the calendar may be made to stand up as an easel. A neat margin of black mount is on all sides of the leaves. Each leaf is identical (aside from figures of calendars) except for the picture. On each there's a cloud-shaped solid cut printed in dull yellow near upper left-hand corner. The illustration in each case overprints this in some other color, also used for calendar panel in lower right-hand corner and lines of small type, the credit, near bottom and at left of calendar block. A different color is used on each leaf for all save the background for picture. There is, therefore, white space at left near bottom balancing similar amount in upper right-hand corner. We have never,

we're sure, seen better hand-cut plates. In the main they're silhouettes but delicate tooled lines at strategic points create effect of increased action and realism. Ti-Pi rubber plate material was used. Great work, boys—and, maybe, girls. All illustrations are appropriate to graphic arts work. There is the cave man writing with pictures on January leaf, Egyptian scribe on that of February, Greek with stylus on March, *et cetera*. Congratulations all around!

YOUNG PRINTING COMPANY, Paducah, Kentucky.—We're sure your eight-page and cover brochure, "College View Books," will greatly impress those concerned with seeing such books, and annuals. Excellent judgment was exercised in selection of illustrations and in making halftones of a size to bleed off the 7½- by 10½-inch page, for that emphasizes the merits of the idea. Most interesting is the quality indicated by the sub-title, "Color and Dignity at Low Cost," reference being to those printed in quite realistic colors from but one regulation black-and-white halftone. Too few printers benefit from the advantages of this method. Keystone of the cover is the rather large outlined halftone of a girl archer occupying, except for extension of arrow, about a third of the page's width, height being as great as page depth makes desirable. In colors, this is very striking. Title, sub-title, name, and address are in lower right-hand corner. As arrow is directed toward upper right-hand corner of page, we wonder if four lines of type might not have better been there, arrow pointing toward them, also, as general effect is decidedly open, if lines were in smaller type, possibly bolder. Where they appear (at bottom) the effect is quite crowded. The title line in high Huxley Vertical isn't in pleasing contrast with lines in Stymie Medium. The real eye-opener is the center spread where a long, shallow halftone prints across top and another. The part of each on the left-hand page is in black only—on the right-hand page in colors—and what a great difference! Presswork is excellent.


G. A. DAVIS PRINTING COMPANY, of Toronto, Canada.—The new front for "The Toronto Craftsman" is a great improvement over the old. Although set in up-to-date sans-serif type the latter is dull and uninteresting because all lines are centered and groups spaced rather evenly all down the page. There is so little contrast in size of more important lines that nothing—not even the name—really stands out. Despite new types it is definitely old-fashioned. Display is exceptionally well graded on the new page. The name is in two lines of sixty-point Onyx (or equivalent) across top with small line "The Official Publication," *et cetera*, just below, the three black like all type matter. This top section occupies about one-third of the nine-inch page. Following is a blue-printed band about 4½ inches deep with fine reverse outline for association emblem showing stock (light blue). Emblem in black registers, date of meeting, and slogan being in fairly large sans-serif above and below printed on color





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ELEGANT BATH, LOVER, LAMPING, KITCHEN, SLEEPING PORCH, TERRACE, PORCH, PATIO, GARDEN, DRIVE, GARAGE, ETC.

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"CREDIT IS YOUR WEALTH"

LOANS TO \$300.00 ON FURNITURE AUTO • DIAMOND • PLAIN NOTE

CHARTER FINANCE

104 N. W. FOURTH ST. EVANSVILLE, INDIANA

Corporation
Telephone 3208

These five letterheads were designed by Robert A. Williams, of Evansville, Indiana, whose skill in this type of printing and design has won him wide-spread fame as a letterhead specialist. In the top specimen the head of a black cat peers from a panel of red, with the remainder of the printing in black ink. Green and dark brown on buff stock are the colors of the second letterhead, with the tree ornament and one line of script in a bright green. The third specimen is quite novel in its lettering, and use of a blue ornament (log cabin) framed within the "O." A blue rule completes the color picture. Quiet beauty characterizes the fourth letterhead; printing is in brown ink on buff stock, while the decoration is a woodsy scene in a deep, "twilight" blue. Appropriate is the use of the charter oak, in green, in the last one. Warm brown is the other color

band which bleeds off sides. Next is a band showing stock with data on meeting, properly in small type, this band followed by a narrow printed blue band bleeding off bottom as well as sides. The color part cut in Delcate in lieu of rubber or linoleum is creditable to Horace Dowsett and demonstrates the advantages of such simple "home-made" plates. There is one fly in the ointment. The name in the extra-condensed contrasting face contrasts rather badly with excellent sans-serif which is monotone and rather wider than normal. If name were in sans-serif—and without being letterspaced as Onyx is, a large enough size would be possible—the page would be definitely improved.

WILLIAM J. KELLER COMPANY, Buffalo, New York.—"Sharp Realism" is an impressive and pointed 9- by 12-inch French-style folder of coated stock, issued to demonstrate your ability to get the most out of one color (black) halftones—and it does just that—and how! Foundation element of the title page is black band two picas high extending from about an inch inside left fold and bleeding off right-hand edge of page, this about one-third down the page. Letters of title in reverse (white stock) are near left end of band. Below and somewhat to right of left end of the band an outlined halftone of desk, with drawers dramatically open, also appears in black. Back of both there's an extremely simple line cut of an open hand.

Printed in red, point of the thumb supports black band, first joint of first finger is crooked over top of band, other three fingers straight up back of band. An outlined arrow point in red is back of band at right-hand edge of page. It is a striking, modern, dramatic conception. We'd like to see black band and the desk illustration somewhat larger. Spread shows large "square" halftone of the same desk on left-hand page, bleeding off at sides with 2½-inch margin top and bottom, signature across near bottom, with red line across top of halftone finished with black arrow at fold directing eye to copy on page 3 under "in Single-color Reproduction," all this over color band solid top and bottom (margin) grading to delicate tint where type overprints. Three inches of paper shows at right of this color band in which but a few lines of type appear, these being near the top.

JOHNSON PRINTING COMPANY, St. Paul, Minnesota.—Your blotter, "Keep 'em Both Batting," is interesting largely because of the two silhouette cuts, one a batter and the other a pitcher, and the clever idea of the red ball in the center between them followed on the right by wave line rule extending from the red ball to the pitcher indicating a vicious curve. This was a fine background against which to work but we are sorry the typography is not better. It is spotty in character due to being practically all display, the effect of this being ac-

centuated by the items selected for the red, these running together, and the effect being particularly bad in connection with "for better morale," "for better printing," and the signature line. The effect is still further accentuated by the crowding of type matter below the ball and relative open effect above. In view of there being so many units of display and to avoid the scattered effect, we are sure it would have been desirable to combine "Baseball and Business" and "Keep 'em Both Batting" to constitute one unit instead of two. We do not get the point of the ball in dark blue in the upper left-hand corner. Obviously the ball cannot be mid-way between the pitcher and batter and also above the batter's bat. If something were done to reduce the crowding below, such as might be worked out with heading changed, as suggested, by running the first of the two lines below the ball above, also with less of the form in red, the whole would be improved. With the space saved by moving this one line the type matter below would not be so crowded, though this would in part be obviated by setting the 'phone number smaller, which would permit opening up around the two lines below the ball. The marginal effect due to the lines "Buy War Savings Stamps and Bonds" along the bottom is very bad. In view of the open space inside, because of the nature of illustrations, the type matter crowds the edge too closely.

TIMKEN PRINTING STUDENTS SELECT THEIR WINNERS IN CARD CONTEST

These cards were selected by printing students of the Timken Vocational High School, Canton, Ohio, as "winners." First choice, upper left, is by Jim Smidl, Gunnison, Colorado; second, upper right, and third, lower

left, are by La Vasseur Typographic Service, Buffalo, New York, and the fourth place winner is by Ben Wiley, Springfield, Illinois. Judging was done under the supervision of the printing instructor, Chester A. Lyle

<p><i>dial 2-1335</i> National Cash Register Service 1304 SOUTH UNIVERSITY, ANN ARBOR ESTIMATES FREE BUY, SELL, EXCHANGE L. V. HANDLER FACTORY TRAINED MECHANIC WORK GUARANTEED</p>	<p>NATIONAL CASH REGISTER SERVICE 1304 SOUTH UNIVERSITY, ANN ARBOR Dial 2-1335</p> <p><i>L. V. Handler</i> MECHANIC</p> <p>BUY • SELL • EXCHANGE Factory Trained, Work Guaranteed, Estimates Free</p>
<p>Buy • Sell • Exchange Factory Trained...Work Guaranteed...Estimates Free</p> <p>L. V. Handler MECHANIC NATIONAL CASH REGISTER SERVICE 1304 South University, Ann Arbor Dial 2-1335</p>	<p>BUY, SELL, EXCHANGE ESTIMATES FREE FACTORY TRAINED MECHANIC WORK GUARANTEED</p> <p>NATIONAL CASH REGISTER SERVICE 1304 S. UNIVERSITY • DIAL 2-1335 • ANN ARBOR</p> <p>L. V. HANDLER</p>



Offset Technique

BY JOHN STARK

Questions about offset are welcomed
and will be answered by mail if stamped, addressed envelope comes with letter

A Mechanical Problem?

Our press, about eight years old, was acquired two years ago and was represented as entirely satisfactory. After installing it we had occasion to use albumen plates for the finer grades of work and have never obtained more than 10,000 impressions. Intaglio and hand transferred plates have run as high as 105,000. The work on albumen plates seems to leave the metal. The water has been tested; rain and distilled water have been used with no acid, and cut down as low as possible. Various press adjustments have been tried, all to no avail.

Here is where the controversy hangs. Before we acquired the press the lower cylinder (printing) had been cut down about six thousandths. The fact that this has been done causes our pressman to believe firmly that that is the reason for a slight rub, resulting in the work coming loose. Sometimes the half-tones go first, and other times they outlast the type.

The press people claim that this makes absolutely no difference in printing quality. What do you think? An answer to this principally is desired.

Just another matter—do you feel that houses making their own photo plates have found it possible to make them better than engraving houses. Are they likely to be more satisfactory.

We would appreciate a reply by mail very much and thank you kindly for your effort.

Owing to the fact that you have run as high as 100,000 impressions from hand transferred plates it is my opinion that your difficulty is not a mechanical one at all. The fact that your plate cylinder has been down six thousandths of an inch makes no difference, as this is taken care of by your pressman building up his plate to the right thickness. Furthermore, if there was any rub at all, you would not be able to print satisfactorily from a hand transfer or any other kind of plate.

We are therefore convinced that your albumen base on your lithographic plates has been at fault wherever you have encountered the difficulty mentioned in your letter to this department.

In a small litho shop, photolitho plates, in our opinion, would not be made any more satisfactorily than they would be in a reliable lithographic platemaking house. Both produce excellent plates.

In your letter you speak of engraving houses. In this respect we would say that there are some photoengraving houses which have been catering exclusively to letterpress printers in the past, and are now attempting to make plates for lithographers.

Therefore, it would be advisable for you to assure yourselves that experienced lithographers are employed in the photolitho houses that make your plates.

Printing Gold Bronze

We have just finished a three-color job which included a gold bronze. As this was our first attempt at printing gold on the offset press, we printed the gold first and consequently had considerable trouble with our last two colors. The gold piled on the blanket and worked back into the rollers and dampers, causing considerable delay and resulting in a very unsatisfactory job. We also had very little success in printing the last two colors over bronze form. Was there any procedure we could have adopted to help us to overcome this mistake more successfully.

The correct procedure when printing gold on the offset press is to make the design so that the gold form is printed last. It would have helped considerably if you had run the sheets through the bronzing machine a second time, after they were dry, first removing all bronze powder from the bronzing machine and thus removing all loose bronze from the printed image. A further help would have been to run the sheets through the press with a varnish or transparent ink, using the bronze form. This would have given you a good base on which to print your other two colors, and, besides resulting in a much better job, would have saved you a lot of press time.

Color Wash

I am running a new offset press on which we run various classes of work, such as labels, containers, *et cetera*, and I have been having considerable difficulty with some of the ink working greasy. On some of the jobs the work seems to work clean and sharp, but I still get trouble with a scum or wash from the ink.

In the shop where I work we are obliged to reduce our inks with a compound that is supplied to us. This looks like lard or tallow, only it is yellow in color.

Do you think this would cause the ink to scum and sometimes grease up, or do you think it is the ink that is to blame?

The reason for ink scumming or tinting on the offset press is that the color becomes separated from the vehicle with which it is ground, and can be avoided to a great extent by care on the part of the pressman.

One of the main causes of scumming is mixing the ink too thin, as any color will scum on the offset press after it is thinned down beyond a certain point; therefore, it is essential that we use good judgment in this direction when mixing color for use on this press.

Next we must take into consideration the vehicle we are to use to reduce the ink to the required working consistency for the job in hand, and I would say in this connection that the pressman can use nothing better than No. 1 lithographic varnish, with the possible addition of a little boiled linseed oil, and Japan drier in the case of an ink which is a slow drier.

On the other hand we seem to find pressmen wherever we go who have special concoctions for this purpose, made from tallow, coal oil, vaseline, and other substances of a similar nature, which I find from long experience are all contributing factors to scumming or separating the color from the vehicle in which it was ground. When these ink dopes are used by the pressman it is often

necessary to use more etch in the water fountain to offset the greasy condition of the ink caused by thinning it with these dopes. While this may seem to work very well for a time, it is really only setting up another cause or reason for scumming, as the excessive dope or acid in the water fountain will eventually attack the ink and in time cause the color to separate and scum or tint. This should be guarded against.

Another cause for scum is that the grain of the plate may be too smooth, thus causing the rollers to slide over the plate. Too much acid in the water fountain will tend to cause the plate to become smooth. This brings us to the conclusion that using too much of these dopes to reduce the ink to the required consistency has been the cause of setting up two more contributing factors to scumming.

In some cases where an ink shows a tendency to scum, the addition of a little No. 8 lithographic varnish will be found a great help in binding the color, but great care must be taken to mix it thoroughly with the ink that is to be used.

Formula for Blanket Wash

In conjunction with our letter presses we have recently installed a Multilith.

Having tried several solvents and finding the price rather excessive, we have been advised that a solution of 25 per cent alcohol and 75 per cent Benzole makes a good solvent and is not injurious to rubber.

Having had no previous experience in lithography any suggestions will be greatly appreciated.

We would suggest that you try the following as a blanket wash: three quarts of Sovasol No. 5 and one pint of Acetone.

The Sovasol is a product of the Standard Oil Company and should be obtainable at its filling stations.

Solids on Cardboard

We have to print a solid red on a cardboard which is inferior to the stock previously supplied for the same job. The result is that, regardless of how much we reduce the ink, whiskers are pulled from the surface of the cardboard and consequently result in a very poor looking impression.

There is no doubt that the cardboard is very poorly sized and that it is loose fibers which are transferring from the face of the cardboard on to the rubber blanket. If

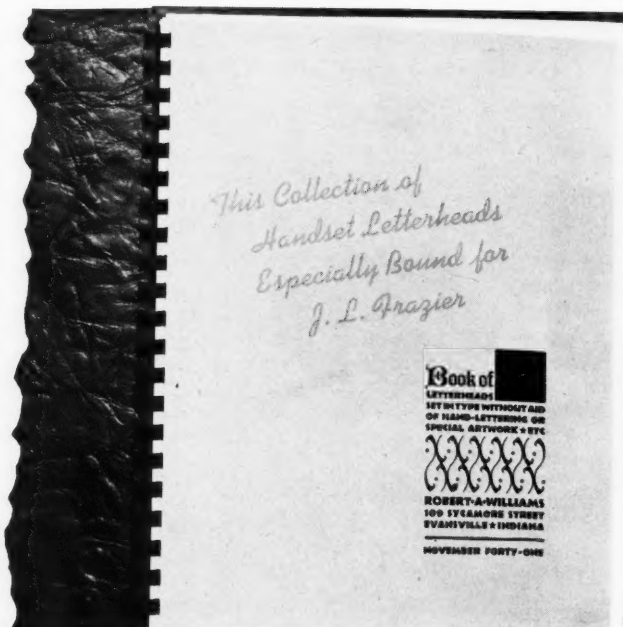
it is impossible to obtain new stock for this job, your best procedure would be to bind these loose fibers to the surface by printing a solid varnish over the entire surface of the cardboard. It would not be necessary to use the dampers for this procedure.

Red Blankets vs. Gray

We have been advised that a red rubber blanket has better all around working qualities than a gray blanket. Can you tell us what difference there is in these two types of blankets and which one it is preferable to use for a general class of work.

It is our opinion that the difference is in the color only, with the exception that it may be easier to see some colors more distinctly on a red blanket than on a gray one and *vice versa*. Thus some users have formed a preference for one or the other. If you wish to verify this theory, inquire from your blanket supply house and you may get some other explanation which we do not know about. In England there is a blanket pigmented a buff color which shows the printed image very clearly and distinctly.

BOUND VOLUME SHOWS AN OUTSTANDING COLLECTION OF LETTERHEADS



One of the most outstanding and complete collections of hand-set letterheads ever to come to our attention, was sent THE INLAND PRINTER recently, by that master of letterhead design, Robert A. Williams, of Evansville, Indiana, who bound the volume especially for J. L. Frazier, THE INLAND PRINTER'S editor. More than 170 letterhead specimens are included in the book, each forming one

page. Scores of tasteful color combinations, as well as type and ornament designs, are included among the specimens, all of which were set by hand without aid of hand lettering or special artwork. The book is beautifully bound, its cover in red, blue, and black. Five letterhead specimens, representative of the outstanding work done by Mr. Williams, are reproduced on Page 59 of this Magazine

The Month's News

Brief mention of men and events associated with the printing and allied industries is published here. Items should reach us by twentieth of preceding month

Name Weston Firm Head

Hale Holden, Jr., a grandson of the founder and a director of the Byron Weston Company for several years, was elected president of the company last month by the board of directors. For the past eleven years Mr. Holden has been in charge of the eastern operations of the company.

Announcement was made simultaneously of the election of Robert Crane as vice-president, and the appointment of Harry Birt as sales manager. John H. Bellows was reelected vice-president, treasurer, and director.

Honor Grabhorn Brothers

Edwin and Robert Grabhorn, co-proprietors of the famed Grabhorn Press of San Francisco, were recipients of the Institute Medal of Award, conferred by the American Institute of Graphic Arts at its annual meeting last month in New York City. Others who have received the award in previous years included T. M. Cleland, W. A. Dwiggins, Bruce Rogers, and the late Daniel Berkeley Updike. The last award was made in 1941 to Carl Purington Rollins, of the Yale University Press. The Grabhorn brothers are the nineteenth and twentieth recipients of the award since its inception in 1920.

Hoe Holds Victory Rally

Following completion of its second large ordnance contract well ahead of schedule, executives and employees of the Hoe company last month staged a "Victory Rally" at the plant, to commemorate Hoe's part in the war effort.

Master of ceremonies was Arthur Dressel, general sales manager, and speakers included Pres. Harry M. Tillinghast; J. L. Auer, general works manager; Col. J. K. Clement, of the Ordnance Department, and Col. Rodney H. Smith, of the Anti-Aircraft Artillery.

Hoe's huge plant facilities and more than 1,500 employees are now engaged in the manufacture of 90 MM anti-aircraft artillery, and a demonstration of the piece by a gun crew from the 62nd Coast Artillery featured the rally.

Eastco Issues Booklet

A colorful, eight-page booklet, "Meet the Two for '42," has been issued by the Eastern Corporation, illustrating in four colors each of the following bond paper users: a printer at his press; a purchasing agent at his desk, ordering paper by phone; a "boss" and his secretary portraying a buyer and user of bond paper, and a draftsman at work

as a prospective bond paper specifier. In succeeding pages, the comely Eastco Quality Twins focus attention upon Atlantic Bond and Manifest Bond, manufactured by Eastco.

I.P.I. Loans Color Room

Use of its color room has been donated to the state of Massachusetts one night each week by the Cambridge office of the International Printing Ink Company, to provide a classroom for a group of students of color. All necessary materials, such as color charts, inks, proof papers, brayers, *et cetera*, are provided for the class by I.P.I. Frank L. Allen, supervisor of vocational art education in industry and business of the state of Massachusetts, praised I.P.I. manager, J. W. Power, for "A fine example of coöperation by industry."

Printers Plan Campaign

Because persons, firms, corporations and institutions have refrained from using printed advertising on the ground that it is "unpatriotic" to continue business as usual, largely due to a belief in a shortage of paper and printing inks, the special sales promotion committee of twenty-five printers, headed by Homer J. Buckley, of Buckley, Dement & Company, as chairman, has issued a partial report of plans to members of the Graphic Arts Association of Illinois, paper merchants, and other groups in the graphic arts, with the idea of launching a possible campaign to combat false ideas.

Professional services of advertising agency executives have been engaged by the association to make preliminary surveys and to present to the various interested groups of the industry in Illinois the details of a comprehensive plan of promotion for which a fund of about \$50,000 is desired.

Prospective contributors have been recipients of a twenty-four-page booklet in which are reproduced ten charts containing data and recommendations. Twenty-two suggestions are made, each of which involves much detail and money in working it out. Excerpts of comments made in connection with several of the suggestions follow:

"Now that there are no more tires, automobiles, refrigerators, electric utilities, *et cetera*, the American public will soon find out that mechanical devices wear out. Unless the manufacturer can tell his old customers what to expect and how to correct and prevent deterioration, a good deal of ill will might be created and the value of trade names injured. In the industrial field, manufacturers have an obligation to old customers whom they can no longer serve, to tell them how to keep their equipment going as long as possible and what substitutes can be used successfully."

Other printing should be used in larger quantities in "the training of millions of new workers in industry," so the report suggests. Another field for the use of printed promotion literature is to conduct war production drives in factories and shops as suggested by the President.

"Hundreds of firms have started such drives," reads the preliminary report. "Thousands *should* do so. All of these drives involve the use of inspirational material such as house magazines, posters, pay envelope inserts, *et cetera*. Familiarity with what is being done by some companies already would inspire

Convention Dates

★

National

JUNE 19-20
United Typothetae of America
Hotel Carter, Cleveland

JUNE 21-24
Advertising Federation of America
Commodore Hotel, New York City

AUGUST 9-12
International Association of Printing
House Craftsmen
Hotel Pantlind, Grand Rapids, Mich.

SEPTEMBER 24-26
International Trade Compositors Association
Stevens Hotel, Chicago

OCTOBER 16-17
Printers National Association
Edgewater Beach Hotel, Chicago

Sectional

JUNE 21-25
Pacific Advertising Association
Paradise Inn, Rainier National Park,
Washington

Craftsmen Conferences

JUNE 19-21
Craftsmen's Conference
Pomona, California

JUNE 20-21
Craftsmen's District Conference
Detroit Lakes, Minnesota

JUNE 27-28
Pacific Society of Printing House
Craftsmen
Mission Inn, Riverside, California

other companies to do likewise and would give the printing salesman a logical reason for creative sales calls."

One chart is headed: "Printed Salesmanship Lacks Salesmanship by Printers." Under this are listed four proposals to apply sales management to printers' activities.

S. F. Beatty, secretary and general manager of the Graphic Arts Association of Illinois, said to *THE INLAND PRINTER* that the special sales promotion committee decided to cope with

New York Group Elects

Benjamin Pakula of The Bryant Press, New York City, was reelected president of the New York Employing Printers Association at its annual meeting May 25 in the Downtown Athletic Club, which was attended by four hundred members and guests.

Newly elected were John Erhardt of The Barr-Erhardt Press, and J. Stewart Jamieson of the Lincoln Engraving and Printing Corporation, vice-presi-

The first in the series of five is dominated by a large illustration of a typical black-out scene, darkened skyscrapers thrusting upward into a starry night, with the theme line printed directly below.

Copy stresses the need for industries to remain alive so they may aid in post-war recovery—absorb the millions of workers now in the armed forces and the additional millions who will be deprived of their war-time jobs with the coming of peace and the cessation of war-time industry.

"Forward-looking business men," the ad reads, "appreciate this important point and they are doing something about it. They are insuring continuation of their businesses for their own interests and because they know it is necessary to our national welfare . . ."

"... Keeping bright a high regard for products temporarily off the market is a job the printed word can do and is doing economically for hundreds of companies who count on being in business after the war."

At the left side of the full-page ad are listed suggestions on how to use the printed word to keep business and product identity alive. They are: Promote sale of Government bonds and stamps; promote national unity; tell about your war work; tell about prospective improvement of your line; tell reasons for scarcity of your merchandise; advertise products you can supply; discourage hoarding of your products, and tell how to conserve your products.



Pictured above are members of the 1942 graduating class of the Department of Printing of the Carnegie Institute of Technology. Reading from left to right: Burton Lincoln Pearl; Michael Joseph Bosak, III; Charles Clark Erhard; John Sundin Anderson; Irving Joseph Derfel; John Henry Tross, Jr.; David Wade Ellis; Ivan Paul Sivachek; Stephen Samuel Navran; O. B. Wood; Frank Walter Le Page; George Frank Tondorf; Ralph John Taylor, Jr.; Dee James Andella; Sidney Phillip Gebelow; Charles Cleves Richardson; and Bernard Leo Sempler, Jr. Three graduates of the class who are not shown in the photograph are Erving Gerald Bernstein, Irwin Cozier, and Richard B. Wood

war-time sales problems of members of the association, and engaged an advertising agency to do the work to get the benefit of its merchandising talents and viewpoints. He said that the preliminary reports presented in speeches and graph form are being received favorably by the printers, suppliers, and such of the buyers of printing who have attended group meetings.

Buttons for Bond Buyers

Employees of the Zellerbach Paper Company, of California, who subscribe to the payroll-deduction plan of purchasing War Savings Bonds, have been presented with buttons, printed in the company colors, red and black, with this legend, "I'm Buying Bonds Regularly." The button was designed by the company, and employees are urged to wear them to stimulate others to follow their example.

Launch War Savings Plan

Employees of the Philadelphia Bindery, Incorporated, have been offered an opportunity to participate in a unique War Savings Plan inaugurated by the company. Simple in operation, the plan provides that when the employee has saved 5 per cent of his base pay, the amount is matched by the company, all in War Savings Stamps. When \$18.75 has been saved by the employee, he receives two \$25 Defense Bonds, one paid for by him and the other by the company. Acceptance of the plan by employees has been enthusiastic, the company reports.

dents; and Donald Campbell of The Campbell Press, secretary. Reelected were Hoyt B. Evans of Eastern Printing Corporation, vice-president, and H. Wayne Oakley of The Pandick Press, treasurer.

William L. Chenery, editor of *Collier's Weekly*, addressing the meeting, predicted less bureaucratic regulation after the war, and a reaction to more conservative Governmental policies.

"I am certain," said Mr. Chenery, "that whatever future American business has will be of our own making. If business men are timid, if business men lack faith in the principles of free enterprise they have so long professed, no administration, not even the most conservative, will save them. If business does not believe in the integrity of its own cause, no Government can or will help."

Reported at the meeting was an increase of 8 per cent in number of association members over the previous fiscal year 1940-1941, making the membership the largest it has been in ten years.

New Ad Series

"Let there be no blackout of your name," is the theme of a new ad series to be launched by the Kimberly-Clark Corporation in both national and trade magazines.

Copy of the ads will make no attempt at product selling, but will concentrate upon an effort to awaken all industry to the need of keeping individual identities and trade names alive.

Opens New Plant

A new photoengraving plant, the Chicago Photo Engravers, was recently launched in Chicago, located on the near north side of the city, and offering complete engraving service. Included in the service offered letterpress printers is the Monoplate.

New Ink Container

Ink in "ice-cream" cans will be the order of the day in the graphic arts, with metals for ink containers totally restricted since April 30.



Pictured is the new Kelly paper ink container

The E. J. Kelly Company, of Kalamazoo, Michigan, has introduced a paper ink container which apparently is proving successful. Developed especially for the packing of printing inks, it resembles, in general, the conventional ice-cream container.

Tri-State Printers Meet

Bern Semtner, of Oklahoma City, was elected president of the Tri-State Printer's Association at its annual meeting held May 16 at Wichita, Kansas, and Harvey E. Milliken, of Omaha, was named chairman of the board.

Vice-presidents chosen for the coming year were Ferd Volland, Jr., of Topeka, Kansas; William Maneke, Tulsa; and Marshall Cook, of Lincoln, Ne-

Issues New War Posters

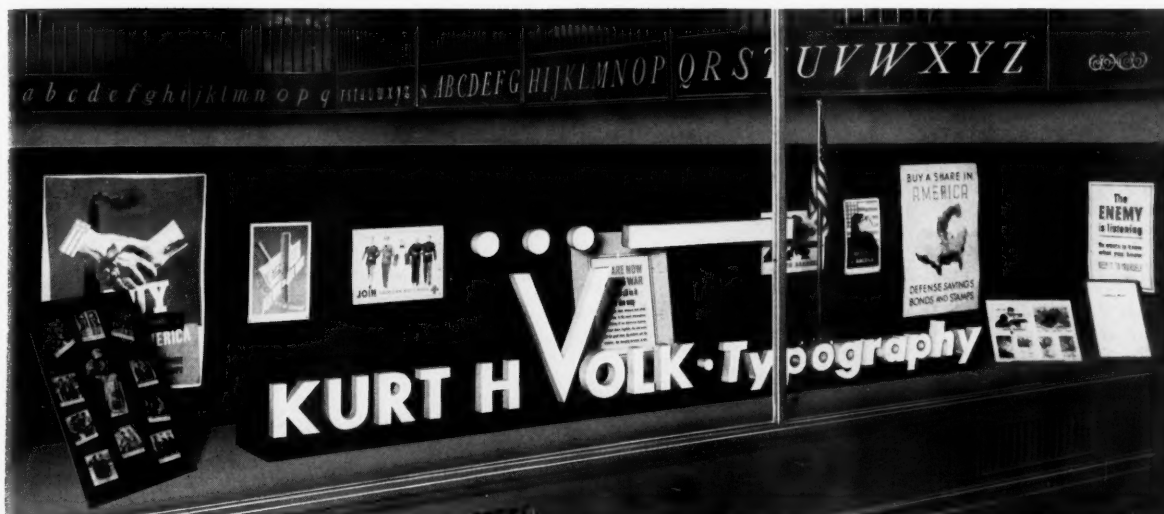
A series of striking war posters has been printed by the I. S. Berlin Printing & Lithographic Company for Libby, McNeill & Libby, food processors, for display in retail groceries and markets.

Almost wholly in the category of institutional advertising, the huge posters, which measure 18 by 26 inches, are noteworthy not only for their patriotic appeal but because they demonstrate

Jamieson Succeeds Evans

J. Stewart Jamieson was elected president of the Printers League Section of the New York Employing Printers Association at the annual meeting of the Section last month, succeeding Hoyt B. Evans. Charles Schatvet was elected vice-president, and M. L. Griswold, treasurer.

Don H. Taylor, executive vice-president of the association, was granted a



Pictured above is the striking window display which the Kurt H. Volk company of New York City featured recently. Note clever use of the letter "V"

braska. David Veitch of Kansas City, Missouri, is to be secretary-treasurer.

Among resolutions adopted at the one-day meet was one praising Otis H. Johnson, the U.T.A. president, for "his straightforward and informative presentation of changing conditions regarding Our Industry on a national scale, and for his personal sacrifices in order to make possible our enjoying his fellowship and inspiration at the Tri-State Conference."

Johnson addressed the conference, his topic, "A Talk to Printers."

School Makes Survey

In an effort to bring about mechanical research devoted to improvement of the product of the American press, the Syracuse University School of Journalism has launched a survey, conducted by Lip King Wong, graduate assistant, to ascertain present facilities and future possibilities.

Questionnaires have been sent printers and publishers polling them upon their opinions regarding present needs for the improvement of magazines and newspapers, from a production point of view.

A release sent out by the university states that a growing interest in the mechanical aspects of journalism is mirrored in the increasing number of courses in this field being offered by formerly straight journalism schools. At Syracuse, for example, steps are being taken to enlarge existing instruction facilities to include a complete Department of Graphic Arts.

how printing can be created when no direct product advertising is involved.

The posters are produced by lithography, in red and black. Across the top of each extends a two-inch band in red with "Let's Work for Victory" printed in reverse.

Virtually the entire face of the posters is devoted to the illustration, differing in each case, and symbolic in character. A close-up of hands pressing cash register keys, for instance, illustrates the message of the poster, to take "Your Change in War Stamps," overprinted in large red letters across the illustration.

Another consists of a close-up of a woman's arm about a shopping bag, its message, "Re-use Shopping Bags."

The only advertising to appear upon the posters is a two-inch red band at the extreme bottom, with "Libby's 100 Famous Foods" in reverse, and at the right-hand corners are reproductions of a Libby can.

The posters were designed by Le Roy Barfuss, art director of I. S. Berlin, designer of many INLAND PRINTER covers.

Launch Army Paper

With its first issue scheduled to appear June 13, *Yank*, the army newspaper, last month opened offices in New York City, with Capt. Hartzell Spence, former United Press promotion manager, as executive editor. The publication date is MacArthur Day, as well as the twenty-third anniversary of the last issue of *Yank's* predecessor, the *Stars and Stripes*. Subscription price will be 50 cents for four months.

leave of absence May 25 to serve with the army in a civilian capacity preparatory to his being commissioned as a major. He was formerly a captain in the Ordnance Reserve attached to the New York District, where he will also serve in his new rank.

Goss Head Resigns

Martin W. Brueshaber last month resigned as president of the Goss Printing Press Company, retiring from business after forty-five years with the firm. R. C. Corlett, vice-president and treasurer, was appointed executive vice-president by the board of directors and will head the company until the next annual board meeting.

Mr. Brueshaber is credited with being instrumental in the origination of many mechanical improvements in the Goss presses during his association with the company.

He was president of the firm since 1933, and was elected vice-president and a director twenty-one years ago. He started his career with Goss as an apprentice machinist, and later became sales engineer.

Mr. Corlett has been with Goss for twenty-three years, serving in sales, engineering, and executive capacities.

The Goss company, it was announced, is now flying the All-Navy "E" burgee, the navy's highest token of commendation, replacing the Bureau of Ordnance flag and old style "E" pennant. It is awarded to industrial firms performing outstanding service in the manufacture of naval equipment.

Craftsmen Tell More Plans

Notwithstanding war conditions, plans are being made by the Grand Rapids promotion committee for entertaining a record-breaking attendance of delegates and other visitors at the twenty-third annual convention of the International Association of Printing House Craftsmen to be held in the Pantlind Hotel, Grand Rapids, Michigan, August 9 to 12. Persons planning to attend are being requested to make early reservations either by writing direct to the hotel or to L. V. Mulnix, Jr., general convention chairman, who is connected with the Carpenter Paper Company, at Grand Rapids.

In addition to the general speeches and educational clinics heretofore publicized in *THE INLAND PRINTER*, others have been arranged including one covering production management and engineering. This clinic will be conducted under the direction of Peter J. Dennerlein, manufacturing director of Crowell-Collier Publishing Company. Glen D. Boylan, assistant production director of Meredith Publishing Company, is co-chairman of the clinic. Both of the co-chairmen are qualified and prepared to talk on methods, planning, plant layouts, new building construction, equipment, priorities, and quality control.

Another leader to participate is Russell J. Hogan, superintendent of The Wickersham Press, New York City, who is co-chairman of the clinic on letterpress presswork.

Celebrates Birthday

George K. Horn, president emeritus of the Baltimore Graphic Arts Association, observed his seventy-fifth birthday at his home in Baltimore recently.

More than 200 friends in the graphic arts industries, scattered from Maine to California, sent Mr. Horn their felicitations in the form of cards, telegrams, and letters. These were assembled at the local Graphic Arts office, and presented en masse to the celebrant, who is confined to his home by illness.

Greeting Cards Popular

More than 3,000,000,000 greeting cards will be sent by Americans in 1942, according to a folder issued by The Greeting Card Industry, organization formed of manufacturers of greeting cards.

The above figure represents the expansion of an industry which began in 1842, just one hundred years ago, when the first known published greeting card appeared in England.

Aid to Boxmakers

Of special interest to folding box and carton manufacturers is a booklet recently issued by the Ludlow Typograph Company entitled "Ludlow Proves Profitable to Folding Box Makers." The pamphlet, which features the economy and convenience of Ludlow composition, reprints selected advertisements addressed to boxmakers. The booklet's cover fosters its theme by producing the illusion of stacked boxes, formed by Ludlow over-all ornaments, printed in two colors.

Chicago to be I.T.C.A. Host

Chicago has been chosen by the executive board of the International Trade Composition Association for its twenty-third annual convention, planned for September 24, 25, 26. An invitation to hold the conference here was issued by the Chicago Typographers Association. Thomas I. Stanley, of the Keystone Typesetting Company of Chicago, is general chairman of the convention.

CONVERSION PLAN RESULTS IN MANY INGENIOUS IDEAS

● The newly organized engineering department of the Graphic Arts Association of Illinois has reported to the personnel of the war conversion committee results of research in connection with suggestions that have been submitted to utilize printing plants or parts thereof in handling war supplies. Fourteen suggestions are reported upon for the consideration of interested printers.

One suggestion outlines plans for the handling of assembly and packing of a food ration which would employ manufacturing space sufficient for an assembly line to include several small machines and table space for eighteen girls. Another suggestion involves the assembly of another food ration of 30,000 units a day, requiring a day and a night shift. Three suggestions have to do with the use of type-casting machines, one to cast insignia, and two to cast bullets. Other suggestions investigated by the engineers and partially reported upon as to their feasibility include the substitution of plastics for metal used in printing. Possibilities of using an Elrod machine for war purposes is another suggestion being investigated.

Thus far none of the suggestions has worked out on a production basis. In a bulletin distributed to every printing plant in Illinois employees were requested to submit suggestions to the war conversion committee of the association, and for every idea that could be worked out a \$25 war bond was to be paid to the person making the suggestion. It was further promised that if a suggestion developed into a product where mass production could be applied, the person with the idea would be compensated further. Two mechanical engineers have been employed by the Association to investigate possibilities for conversion to war production.

U.T.A. Announces Convention

Plans for the management of the United Typothetae of America for the duration of the war will be worked out at its annual convention to be held in the Carter Hotel, Cleveland, June 19 and 20.

The convention, usually held in October of each year, was announced in April last as having been planned for July 6 to 8 in French Lick Springs, Indiana. The reason for the change in plans, as stated in a bulletin issued on May 27, was that "indications from all directions regarding transportation curtailment made it advisable for the U.T.A. to advance the date."

Continuing, the announcement stated: "It is anticipated that this will be the last general meeting for the duration of the war, and it is planned to work out the program of the association for the duration. Members of the managing directors division of the national association will assist in the various clinic conferences to be held at the meeting."

Details of the program were not ready for announcement at the time that Otis H. Johnson, president of the U.T.A., issued the notice of change of time and place of the convention.

Halftone Demonstration

To demonstrate the importance of screen in halftone work the General Printing Ink Corporation has prepared a range of screens from 85 to 133 on Nos. 1 and 2 coated, dull coated, and machine coated stock. An array of seven halftone black inks on nine grades of commonly used stocks shows the printer and advertiser what results may be expected, dependent on screen, ink, and paper used.

Launch Slogan Contest

In line with the G.P.O.'s program for securing better cooperation of the printing industry in the nation's all-out war effort, the New York & Pennsylvania Company last month announced a nation-wide patriotic slogan contest for printers and lithographers.

Purpose of the contest is to urge printers and lithographers to encourage the use by their customers of patriotic slogans and messages on all types of printed matter.

A total of \$1,000 in prizes, payable in War Bonds, will be distributed by the company, winners being adjudged on the basis of number of customers using slogans, number of different pieces used, total distribution of the pieces, and ingenuity used in employment of the material.

All departments of the Government will be notified that cooperation of the printing industry in the dissemination of official slogans and messages is available through the G.P.O.

After proper authorization from the Government departments concerned, the G.P.O. will prepare and distribute to the printing industry, upon request from individuals, the necessary cuts to carry the many different patriotic slogans and messages.

In a recent report to Henry Morgenthau, Jr., Secretary of the Treasury, it is pointed out that the printing industry has already proved itself to be an effective channel of public relations and promotion through the wide use made by the industry of War Bond cuts, more than 14,000 of which already have been distributed by the G.P.O.

Urge Freezing of Postal Rates

Freezing of postal rates for the duration is urged in a statement released by the National Council on Business Mail. The council's stand is that expenses as well as prices must be frozen, and postage rates comprise an important expense item for all businesses.

The council is composed of more than 600 business mail users from all sections of the country, and its chief efforts have been toward cooperation with the Government post office, and to see that its members are informed regarding postal regulations.

Issues Striking Folder

Dramatizing the purity of the water used in the manufacture of its bond paper, the Howard Paper Mills recently issued a striking folder which had as its theme, "10,000 people drink the same water that is used by the Howard Mills."

Cover of the 8½- by 11-inch French folder is subtly suggestive of the words "Clear Sparkling Water" imprinted upon it in large black type that fairly sparkles against its white and red background.

The red is used in an illustration of an ornamental water fountain, and its gushing spray of water.

Intertype Cites Earnings

Net earnings of the Intertype Corporation for the three months ending March 31, 1942, were \$102,178.68, compared to \$122,910.10 for the corresponding quarter a year ago. The statement is in part estimated, so the announcement of the company states, and is subject to adjustment at the end of the fiscal year. Gross profits for the quarter were \$481,932.95; selling and administrative expenses were \$211,809.06, and provision for taxes and contingencies amounted to \$185,000.

Correction

In the May issue of THE INLAND PRINTER an item in the News of the Month department had reported the launching of the Paris, Kentucky, *Enterprise* as a semi-weekly. General manager J. M. Alverson, Jr., informs us that the new paper is published every afternoon except Saturday, and on Sunday is published in the morning. We are glad to make this correction.

Ladies Auxiliary Active

The Ladies Auxiliary of the Atlanta Club of Printing House Craftsmen has been active at its meetings recently in knitting garments for members of the nation's armed forces. The completed work is turned over to the local branch of Red Cross for distribution among the soldiers and sailors.

LITHOGRAPHERS HOLD CONVENTION IN CHICAGO

All officers and twenty-four directors were reelected at the thirty-seventh annual convention of the Lithographers National Association held in the Edgewater Beach Hotel, Chicago, May 12 to 15. One new director, E. W. Jackson, of Austin, Texas, was named to fill a vacancy, making the total twenty-five.

At a meeting of the board, officers were reelected as follows: Maurice Saunders, New York City, chairman of the board; Milton P. Thwaite, Long Island City, New York, president; Louis Traung, San Francisco, vice-president; George C. Kindred, Long Island City,

New York, treasurer. W. Floyd Maxwell is employed as secretary of the Association with executive offices at 420 Lexington Avenue, New York City.

The opening day's sessions were devoted to a consideration of the attitudes of advertisers and merchandisers toward the use of lithographic products during the war. Dudley D. Richards, of Sears, Roebuck & Company, Chicago, told of the proposed use of standardized cut-outs and other window displays being planned by retail stores to promote war promotion work of the Governmental agencies and welfare groups. C. B. Larabee, president of the Printers' Ink Publishing Company, gave a general analysis of conditions and referred to the courage of business men in England who adapted their methods to changing conditions.

The attitude of banks toward promotion work and possible fields for the sales ability of lithographers were presented by Victor Cullin, of St. Louis, who is president of the Financial Advertisers Association, and Frank J. Kelly, speaking on behalf of the advertising men of the nation, told of cooperative efforts being put forth by the advertising executives of the nation to aid the Government in promoting its various propositions to win the war by means of approved effective methods and mediums. Alfred B. Rode, of New York, outlined activities of the Lithographic Technical Foundation.

Prof. Robert F. Reed, Cincinnati, head of the research staff of the Lithographic Technical Foundation, and seven other executives constituted a "board of experts" which answered questions on "Lithographic Production During the War Emergency." The main theme of Wednesday forenoon's discussion was conservation of equipment.

Subjects and speakers during this session were: "Machinery," A. Stull Harris, Harris-Seybold-Potter Company, Cleveland; "Paper," Osborn M. Curtis, Jr., S. D. Warren Company, Boston; "Inks," Dr. George Cramer, Sinclair & Valentine Company, New York City; "Photography," Victor W. Hurst, Eastman Kodak Company, Rochester, New York; "Processing Supplies," Kenneth Martin, Harold M. Pitman Company, Chicago; "Platemaking," by Paul W. Dorst, and "Pressroom Procedure," by Charles W. Latham, both connected with the Lithographic Technical Foundation, of Cincinnati and New York City. The panel of experts also conducted a conference for the benefit of production men from Chicago and surrounding cities on the previous evening at the Hotel Sherman.

It was positively stated by E. W. Palmer, of the War Production Board, and others on the program at the Wednesday afternoon session representing Governmental agencies, that no shortage of book papers had been experienced and no shortage was apparent except as transportation difficulties might affect the supply later in the year. John M. Wolff, Jr., head of a lithographing and

GROUP ACTING IN MEMBERS' STEAD TO PAY NO TAXES

• A victory has been announced by the Graphic Arts Association of Illinois because of the decision in favor of the Chicago Graphic Arts Federation, its predecessor organization, by the United States Court of Appeals, which affirmed a previous decision made by the United States Board of Tax Appeals. The decision settles the mooted question as to whether a trade association making collective contracts on behalf of members for the sale of waste paper and which charges tuition fees for educational courses for the benefit of persons in the industry should pay taxes on its income.

The case originated from the demand of the Commissioner of Internal Revenue that the Chicago Graphic Arts Federation should pay taxes. The Federation appealed to the United States Board of Tax Appeals, which declared after a trial that the Federation was a "business league within the provisions of the Revenue Act of 1936 and, therefore, exempt from income and excess profits taxes for the years 1936 and 1937."

The taxes for those years with penalties, aggregated \$10,000, which amount was being reserved by the association for payment of the taxes if the courts decided against it. Taxes for subsequent years would also have to be paid. The case was appealed to the higher court by the Commissioner of Internal Revenue.

Trade associations throughout the country were watching the outcome of the case, for they regarded it as a test case on the part of the Government to determine if trade associations could be taxed.

printing plant operated under his name in St. Louis, who is chief of the lithographic section of the printing and publishing branch of W.P.B. presided at this session. Robert L. McClelland, and Herbert M. Blomquist, also representing W.P.B., talked about restrictions affecting inks and machinery.

The lively session Thursday forenoon, in which A. E. Giegengack, United States Public Printer, was the chief speaker, is treated in this issue of *THE INLAND PRINTER* on other pages.

J. Raymond Tiffany, New York City, and Col. Paul G. Armstrong, director of the selective service system in the state

Sell Augustine Library

Books which formed the libraries of the late Louis M. Augustine and Stephen H. Horgan were sold at auction last month by the New York Club of Printing House Craftsmen. Proceeds from the sale were turned over to the widows of the two men.

Edward Lazare, a professional book auctioneer, was assisted in the sale by the Hon. A. E. Giegengack, Harvey Glover, Summerfield Eney, Jr., Charles Hundley, and Edward L. Bovee.

Titles of the ninety books listed, all of which were bid to good prices, em-

Net profits of the company during the fiscal year ended February 28, last, were \$193,078.77, equivalent to \$3.78 a share, compared with \$1.25 a share the previous year. All taxes for the year were equivalent to \$3.33 a share. The sum of \$100,000 was set aside as contingent reserve, "as provision for possible losses which may result from wartime or post-war conditions." Payment of dividends of \$1.00 a share, and placing of \$41,798.67 in surplus were other items in the report.

"For fifty years Monotype has weathered wars and panics and depressions with its security unimpaired, and now stands ready to meet the demands which the existing state of war presents," said Mr. Best in the concluding paragraph of his report. "In these critical times directors and management are taking for granted that our stockholders will wish us to share whenever possible in the responsibilities of our nation. At the same time we will continue doing our utmost to safeguard the interest of those whose investments we hold in trust."

Found Quarter-Century Club

Founding of the Northwest Paper Company's Quarter-Century Club was celebrated last month at an organization dinner at Cloquet, Minnesota, at which a bronze tablet inscribed with the names of employees with twenty-five or more years service, was unveiled. Employees thus honored were presented, in addition, with gold lapel emblems, by Stuart B. Copeland, president of the company. Since the company's formation in 1898, 117 of the personnel had completed twenty-five or more years of continuous service, eighty-seven of them still active in the organization.

Gives Stamps With Orders

On all printing orders exceeding \$7.50, the Cain-Odom Printing Company of Waco, Texas, presents a twenty-five-cent Defense Stamp to the buyer, with the compliments of the company. The stamp is attached to an appropriate printed card.

Worthy of mention is the circular letter designed by Cain-Odom which announces the gift-stamp plan. Typewriter lines alternate in red and blue to simulate the appearance of the flag, and bordered at the left by a heavy rule in red, topped by a black bullet, to give the effect of a flag pole.

This block of copy is in rectangular shape in about the same proportions as the American flag. A two-color cut of the national emblem is printed at the upper right-hand of the letterhead, and is balanced by a one-color zinc of the Minute Man at the lower left-hand corner.

Issues New Type Book

A new type-face booklet, showing the complete Intertype Garamond family, has just been released by the Intertype Corporation. Printed in two colors, the booklet contains thirty-two pages and cover, and features exhibits showing the Garamond face in practical use.



Tablet unveiled at a dinner celebrating the founding of Northwest Paper's Quarter Century Club

of Illinois, were the principal speakers at the concluding session of the convention which considered the subject of man-power as affected in lithographic plants by war needs. Colonel Armstrong said that the graphic arts were not entitled to any special consideration by the draft boards, not being classed as a vital industry.

A summary of the convention was made by Percival D. Oviatt, of New York City, counsel of the L.N.A., who said that he had been in attendance at all annual conventions of the association except one since 1906.

Typographers Meet

Regular bi-monthly meeting of the Chicago Typographers Association was held May 26 at the Atlantic Hotel in Chicago. Main speaker of the evening was C. D. Anderson, senior industrial specialist of the War Production Board, who spoke on how the average citizen, the small business man, can help win the war.

braced all phases of the graphic arts, and numbered many famous volumes. Included in the collection were two books by J. L. Frazier, Editor of *THE INLAND PRINTER*, "Modern Type Display," and "Type Lore."

Issues Annual Statement

Special map-making cameras used in airplanes, and machine tools required in new plants devoted to manufacturing war supplies are being manufactured by the Lanston Monotype Machine Company, according to the annual report made to stockholders at Alexandria, Virginia, May 7, by Harvey D. Best, president of the company.

During the past year the company's manufacturing facilities have been converted to war production so that 85 to 90 per cent of its man-power is on a fifty-three-hour-a-week schedule of war work. Plans for placing the program on a two- and three-shift operation basis depends upon availability of skilled machine and tool operators.

Ad Allowances Not Frozen

Advertising allowances granted by a manufacturer for promotional services to a distributor or retail outlet are not covered by the maximum price regulation, according to Leon Henderson, O.P.A. Administrator.

Advertising allowances constitute such practices as paying by a manufacturer, in whole or in part, the cost of a retailer's or distributor's promotional or display advertising, the cost of demonstrators, or offering premiums to retailers and salesmen to push sales of new or slow-moving commodities.

These allowances are not to be considered as an element in the price at which goods were delivered during the base period, and the manufacturer is not required to continue to grant the allowances. If the allowances, however, actually constituted a reduction in the price of merchandise and were granted by the seller without regard to promotional services to be rendered by the buyer (distributor or retail outlet), the seller is "required to treat such allowances in the same way as his customary allowances, discounts, and price differentials prevailing in March," the O.P.A. interpretation stated.

Name Chicago for Convention

Plans have been made to hold the twenty-third annual convention of the International Trade Composition Association in the Stevens Hotel, Chicago, September 24, 25, and 26. Thomas I. Stanley, of Keystone Typesetting Company, Chicago, has been named general convention chairman.

Ed. T. Cooper, of Toronto, president of the I.T.C.A., and W. E. Lickfield, of Philadelphia, secretary, are planning the convention program in cooperation with other officers, and the Chicago Typographers Association.

Invents New Fuel

A new type motor fuel produced from plentiful and readily accessible material, has been invented and successfully tested by two men from Mount Vernon and Yonkers, New York, one of them a former printing press manufacturer.

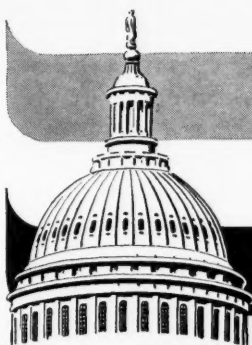
He is John B. Webendorfer, of Mount Vernon, who for twenty-five years was connected with the Webendorfer-Wills Printing Press Company of that city. His co-inventor is William Yonkers, of Yonkers.

With a specially adapted carburetor, the two men completed a twenty-mile test run with the new fuel, the nature of which is not revealed. Ordinary passenger cars can be converted to run on the new substance.

Paper Scarce in Africa

Paper, in the Union of South Africa, is an extremely scarce commodity, according to word from O. H. Frewin, Middelburg, Transvaal, printer.

Printers, Mr. Frewin states, are operating under a stringent paper control plan, and are obliged to enter requisitions for all paper. Labor shortages due to men in the armed forces are also keenly felt in the Transvaal.



THE GRAPHIC

* ARTS IN *

WASHINGTON

Exempt Used Machines

Dealers in used machinery in the graphic arts field feel happier than they did prior to May 18, for on that day priority limitation order Number L-83 was amended to exempt printing and publishing machinery more than five years old. When the general limitation order known in W.P.B. circles as L-83 was issued originally it restricted the sale, transfer, or rental of machines used in seventeen industries including "printing and publishing machinery of a value for any single machine in excess of \$200."

At the time of the issuance of Order L-83 manufacturers and distributors of "critical industrial machinery" could apply for authorization to deliver orders which were on their books on the date the order became effective. Detailed data was required so that the administrators of W.P.B. could determine whether such machines could be spared for civilian uses. The restrictions—with many provisions—still hold good on new machines.

Exempted transactions include seizure of critical industrial machinery, but not subsequent disposition or use thereof, "upon default by any person pursuant to the terms of a conditional sale agreement, chattel mortgage, pledge, or other security agreement; and the distraint or levy by execution (but not subsequent disposition thereof) by tax authorities."

Other acquisitions of critical machinery (but not subsequent dispositions) are provided for in cases of transfer by will or intestacy, by operation of law to a trustee, receiver, or assignee for the benefit of creditors, in bankruptcy, insolvency, receivership; in cases of merger, consolidation, sale and purchase of assets, sale and purchase of stock, or lease of plant, involving the transfer of all, or substantially all, the assets of the enterprise, where no liquidation or dismemberment of assets is planned.

Transfer of machinery within an organization to branches is permitted with restrictions; also delivery of items in trade-ins; the handling under specified conditions of new machinery by distributors; lending of a machine for not more than a month in case of another machine having been delivered to manufacturer for repairs; the delivery and acquisition of critical industrial machinery "to be scrapped for its material content."

Prohibitions under L-83, are not applicable to parts for repair and maintenance purposes up to \$1000.

"Any person affected by this order who considers that compliance therewith would work an exceptional and unreasonable hardship upon him may appeal to the War Production Board setting forth the pertinent facts and the reason he considers he is entitled to relief," is a concluding provision in L-83. "The Director of Industry Operations may thereupon take such action as he deems appropriate."

Records of transactions must be kept for reference by manufacturers and distributors for two years. Certain questionnaires must also be answered giving required data.

Extend Bronze Curb

The use of bronze powder, ink, paste, or leaf, which was restricted as of May 31, is now permitted until December 31, 1942, according to a new ruling of the O.P.A. Full details of the ruling had not been released at press time.

Curb Metal Bindings

A recent War Production Board order, according to the current Wartime Bulletin issued by the W. B. Conkey Company of Hammond, Indiana, prohibits the use of mechanical and loose-leaf binding wire, rings, posts, and metal parts after August 2.

Three months of limited production is allowed to permit present orders to be cleaned up, the bulletin states; forty-five days will be allowed to process the metals and a like period to assemble binding and printed material. Plastic bindings are not affected.

Steel Restriction Order

Production of some 400 items manufactured from steel and iron is halted by O.P.A. Order M-126, with limited production permitted for ninety days after May 5. Manufacturers will have an additional fifteen days after this date to deliver or accept delivery for iron and steel to be used in the fabrication of products listed in the order.

In the printing industry, the following items are affected: advertising novelties, loose-leaf binding wires, rings, posts, mailing tubes, mechanical book-binding wire, novelties and souvenirs, office folding machines, voting machines, and window display advertising.

At present iron and steel may be processed for the manufacture of the affected items up to an aggregate weight of 75 per cent of the average monthly weight of all metals processed during 1941 in the making of each item.

MOUSETRAPS . . . *In Color*

LOOK at our good neighbors to the South . . . or at the people of Sweden or China or the South Seas . . . look anywhere you please, North, South, East, West . . . and you will find that human beings everywhere seek to brighten the grimness of these war-torn times through the use of color in their homes, their costumes, their trinkets.

Color stands to-day with Quality, Price, and Convenience among the cardinal requirements of modern trade. If Emerson were still living, he might soon be moved to revise his famous dictum like this: "Make a better mousetrap and the world will beat a path to your door—*providing your product is offered in pleasing colors.*"

"Life with Color" is the theme of the new WESTVACO INSPIRATIONS FOR PRINTERS, NUMBER 135, just issued. It is one of the most exciting and inspiring issues we have ever prepared. It presents a brilliant array of suggestions for everyone who wishes to sell effectively. It shows how color, combined creatively with excellent printing and the judicious use of paper, can serve in stepping up the power of your appeals in both class and mass markets.

By all means, study No. 135. It is not for sale, but your printer will gladly supply a copy. Call him now!

West Virginia
Pulp and Paper Company

NEW YORK • CHICAGO • PHILADELPHIA • SAN FRANCISCO

COPYRIGHT, 1942, BY WEST VIRGINIA PULP AND PAPER COMPANY

Printers of America! This insert, with copy exactly as it appears at the left, will run in the July issues of a group of advertising magazines. Tell your Westvaco Distributor that you would like a supply of Westvaco Inspirations for Printers No. 135, the current issue. Ask for it now, so that you will be able to fill all requests promptly.

KODACHROME BY IVAN DMITRI—MACHU PICCHU—ANCIENT INCAS CITADEL, PERU, S. A.



WESTVACO

NO. 135

Inspirations for Printers



**SHEET FOR SHEET,
IT CAN'T BE BEAT**



**ADENA
OFFSET**

IS A TREAT!

Save money
by shipping
via Miami
Valley Shippers'
Assn.



The old reliable! *Naturally* favored,
as well as *nationally* favored.

Adena is humidified during manufacture . . .
kept right by moisture-proof packing . . .
delivered to printer uniformly flat.

Ready to run, it can be placed on press direct
from case or skid. Tub-sized . . . will not curl.

Greeting Card Papeterie
Embossed and Decorated



CHILLICOTHE
A BUY-WORD
FOR HIGH-GRADE **PAPERS**
THE CHILLICOTHE PAPER CO.
Chillicothe, Ohio
MAKERS OF QUALITY OFFSET, LITHOGRAPH AND BOOK PAPERS

GROVE'S
Gauge Pins and Grippers
for PLATEN PRESSES
"No-Slip" Gauge Pin



Clasps vise-like to the tympan, making
slipping impossible — is quickly attached
and no cutting nor mutilation of tympan
sheet. \$1.00 per dozen.

*Lowest Price, Strongest, Most Durable Pins
and Grippers on the Market*

Order from Your Dealer or Direct

JACOB R. GROVE CO.

4024 Brandywine St., N. W., Washington, D. C.

Study **FRANK H. YOUNG'S**
ADVERTISING LAYOUT COURSE
At Home

Make your spare time count
Increase your efficiency in
order to increase your earning
power. Mr. Young, inter-
nationally recognized au-
thority, has prepared a
complete, practical course
based on methods successful
for years at his American
Academy of Art. Now his
teaching is brought to your home. Will help pro-
fessionals and beginners in art, advertising, print-
ing, etc. Endorsed by graduates, advertising ex-
ecutives. Learn and apply layout principles—receive
individual criticism and revisions by mail. Easy
payments. Write to Dept. D-642 for free details.



AMERICAN ACADEMY OF ART

Frank H. Young, Director
25 E. Jackson Boulevard Chicago, Ill.

**for HIGH QUALITY
SERVICE . . .**

**American
ROLLERS
PASTES
AND GLUES**

AMERICAN ROLLER CO.

1342 N. Halsted St., Chicago
225 N. New Jersey St., Indianapolis
1531 Branch Street, St. Louis, Mo.

Ti-Pi
RUBBER
PRINTING PLATES
AND CUTTING TOOLS
Make your own tint plates
—Print perfectly on all
presses—with all inks on
all papers.
Reg. U. S. Pat. Off. No. 314445.
Write on your company letterhead for sample, prices and full information.
TI-PI COMPANY, S.W. Cor. 10th and Broadway KANSAS CITY, MO.

miller

... for modern pressrooms

MILLER PRINTING MACHINERY CO., PITTSBURGH, PA.

MEGILL'S Spring Tongue
Patent GAUGE PINS



QUICK ON . . . The universally pop-
ular Gauge Pin. \$1.80 dozen, with extra
Tongues Reg. U. S. Pat. Office

MEGILL'S GAUGE PINS
FOR JOB
PRESSES

Insist on Megill's Gauges, Gauge Pins, Grip-
per Fingers, etc. The original—and the best.
Circular on request. Sold by dealers

THE EDWARD L. MEGILL COMPANY
The Pioneer in 1870

763 Atlantic Avenue
Brooklyn, New York

MEGILL'S Double Grip
Patent GAUGES



WISE GRIP . . . adjustable . . . used for
any stock. \$1.75 set of 3, with extra
Tongues

Keeping in Touch

PREPARED BY INTERNATIONAL PRINTING INK DIVISION OF INTERCHEMICAL CORPORATION • JUNE, 1942

NEW NON-SCRATCH INK HERE WAR BLACK PRINTS BETTER

Improved Holdfast Halftone Black Uses New Ingredients, Prints Like Linseed Inks

Product of War Research Meets Today's Ink Needs

The Products Development Laboratory of International Printing Ink has produced a new non-scratch halftone black which meets today's raw material situation.

The limitations on two critical resin materials, Glycerol Pthalate and Phenolic, have made necessary a new study of the formulations for non-scratch halftone blacks. IPI Laboratories have been concentrating on the development of a new black which not only equals the non-scratch characteristics of the famous "Holdfast" inks, but in addition, print as cleanly as the better linseed oil inks.

Outstanding Characteristics

The result is the new "Holdfast-extra," a non-scratch ink which for the first time offers superior printing qualities. For years the printing ink industry has searched for a non-scratch ink which would print as well as the better conventional halftone blacks. "Holdfast-extra" is the answer.

The new "Holdfast-extra" not only meets war conditions but also possesses outstanding characteristics never before combined in one halftone black. For example:

"Holdfast-extra" halftone blacks are formulated from still relatively abundant materials, and therefore meet today's printing ink conditions. They use new ingredients.

They print sharply and cleanly. This is evident by comparing a print of these new blacks with the best black you are now using.

Chemical Ingenuity

They have the printing qualities of the better linseed oil inks, yet develop excellent non-scratch characteristics. The non-scratch results with these inks are slightly better than the so-called full non-scratch inks formerly made from resins which are now

restricted. The new halftone blacks have excellent fountain flow and mobility.

The development of "Holdfast-extra" halftone black demonstrates the resourcefulness of the printing ink chemist. As in the past, he is meeting today's challenge by the exercise of ingenuity.

Under the stimulus of a war econ-

omy, the "essential" material may be replaced by a new material which does the job better. "Holdfast-extra" halftone black is an excellent example.

"Holdfast-extra" is correctly formulated in both red and green shades, for the more popular coated papers, including #1 and #4 enamel. "Holdfast-extra" produces extra results but does not bring an extra premium. It is priced within the range of conventional halftone blacks.

Write, phone or wire for a sample can and a demonstration in your own pressroom. Consult your phone book for the IPI branch nearest you or address International Printing Ink, 75 Varick Street, New York City, N. Y.

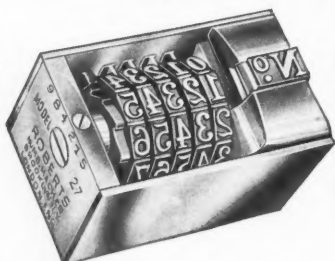
The signature in which this advertisement appears was printed with "Holdfast-extra"



Exhaustive comparative tests of "Holdfast-extra" with conventional blacks were made in the IPI Chicago Products Development Laboratory and in the New York Engineering Department. Ink technicians were amazed at the excellent printing qualities of the new ink. Non-scratch inks heretofore did not produce halftone printing equal to the results from the better linseed oil inks.

Advertisement

PRINTERS! *Numbered Work is Easy and Profitable*



When You Use
ROBERTS
Typographic
Numbering
Machines
—Because

1. The investment required for new Roberts machines is small.
2. Machine life is long because plunger drives actuating pawl swing directly—thus eliminating lost motion and minimizing wear.
3. These machines are available at the low prices shown below.

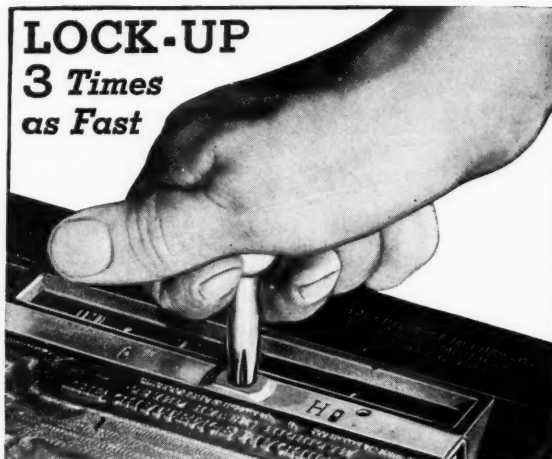
Model 27 — 5-Wheel \$12.
Less **40%** — **\$7²⁰** each net

Model 28 — 6-Wheel \$14.
Less **40%** — **\$8⁴⁰** each net

Extra Benefits: 1. Roman or Gothic style figures. 2. Forward or Backward action. 3. Additional Quantity Discounts. 4. Trade-in allowances.

Roberts Numbering Machine Co.
694-710 Jamaica Ave., Brooklyn, New York

LOCK-UP 3 Times as Fast



with CHALLENGE HI-SPEED QUOINS

Here's How: Use only two Hi-Speed Quoins, in place of 4 to 8 ordinary quoins... handle two pieces, instead of 8 to 16... eliminate reglets... lock the form tight with only two to four turns of the key, instead of 24 to 56. It will save at least 26 motions per minute, reducing lock-up costs more than 60%... Investigate the economies of Challenge Hi-Speed Quoins—the advantages in make-up—the accuracies in lock-up and register. Made in six lengths, 4½, 6, 7½, 9, 10½ and 12 inches, rust-proof plated. Order now.



The Challenge Machinery Co.

Main Office and Factory: Grand Haven, Mich.
Eastern Sales Office: 50 Church St., New York

"A Practical Touch System,"—Harding Increases Operators' Value



\$2.25 FOR
THE
FULL COURSE

An employer located in a Chicago suburb writes:


"With Chicago so near, one would think it easy to get the kind of operators we want, but we have found our best assurance is to choose men who learned by the Harding system. The last three operators studied your course."

THE INLAND PRINTER BOOK DEPT.

To bring together— COMMERCIAL ARTISTS, and BUYERS who want their work

A NEW PLAN has been put into operation whereby magazine, newspaper, and poster artists are being brought into immediate contact with customers. Exceptional opportunity at a moderate fee. Backed by six years' experience in this field. Service is also open to inactive members—buyers who desire to keep in touch with the best artists in various techniques. Write (or phone HARRISON 7890) for Bulletin fully explaining details. No obligation.

THE INLAND PRINTER Book Dept.
309 W. Jackson St. Chicago



NGDAHL BINDERY

Edition Book Binders
"Books Bound by Us Are Bound to Satisfy"
1056 WEST VAN BUREN STREET
CHICAGO, ILLINOIS Telephone Monroe 6062

INKS

FOR SHARP IMPRESSIONS
In Litho-Offset and Printing
FOR METAL DECORATING • Get Varnishes, Dryers, too, from
GAETJENS, BERGER & WIRTH, INC.
35 YORK ST., BROOKLYN, N. Y.—538 S. CLARK ST., CHICAGO

Your "Offset" Problems Are Answered in

PHOTO OFFSET LITHOGRAPHY

by Donald Nicholson \$3.50

Ideal for apprentices, students, and teachers of lithography. Covers all essentials of the process in easily understood language, but omitting none of the necessary technical information. Contains sections on **Preparation of Copy** (paste-up, color break; tints; photo-composing; Kodachrome, etc.); **Camera Work:** Layout: (opaquing, stripping-in, color-process, etc.); **Plate Making,** and **Press Work.** Complete step-by-step explanations of photo-lithography from start to finish, with helpful hints on how to get the most effective results . . . from "copy" to the delivered job.

Order from **THE INLAND PRINTER, Chicago**



DON'T RISK your profits and your customer's good will on cheap, untried paper. Time and again it will slow up work, delay an important job, put you in bad with the buyer.

Keep your costs down and your customers satisfied by using Management Bond—a known, dependable, *watermarked* paper made by Hammermill especially for low price jobs.

Management Bond is sturdy. It runs well

on your presses. It pays you two profits—one when you run the job... a second when your pleased customer reorders. Quickly available through Hammermill Agents in white and colors, in standard weights and sizes.

To make your selling easier, send for the Management Bond portfolio. Contains specimen printed forms. Tells how to design forms, what sizes to use for economy. Free. Mail coupon now.

MANAGEMENT BOND

A HAMMERMILL PRODUCT

Send for it!

Hammermill Paper Company,
Erie, Pa.

Please send me—free—the Management Bond portfolio of printed forms.

Name..... Position.....
(Please attach to your business letterhead)

1P-M-JUN

HARD COVERS *Increase the Value* OF CATALOGS

The fine appearance of a catalog with a BROCK and RANKIN Hard Binding increases interest, gains immediate approval and gives it a distinct advantage . . . for and gives it a distinct advantage . . . for catalogs are frequently judged by their covers. You will find that Hard Bindings will help to promote sales and give assurance of long life by their strength and durability. You will prefer them because they increase customer satisfaction.

Designing and making covers and portfolios for many purposes is part of our extensive bindery service

These features augment the value of a catalog, making it real economy to use a Hard Binding, since the cost is but little more than that of ordinary covers.

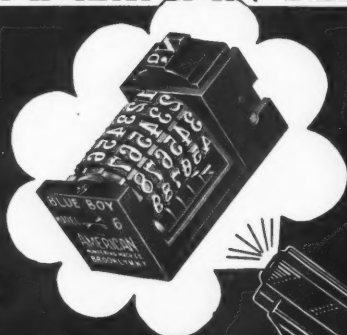
BROCK and RANKIN
BOOKBINDERS EXCLUSIVELY SINCE 1892
619 SOUTH LA SALLE STREET • CHICAGO



... stands for **Wishing**
That breakdowns will stop
Stop wishing, buy **KIMBLES**
And come out on top.

Motors by **KIMBLE**
Distributed by **AMERICAN TYPE FOUNDERS**
Branches and Sales Agents in 25 Cities

AMERICAN BLUE BOY



5 WHEEL BLUE BOY
MODEL 5

9.90

6 WHEEL BLUE BOY
MODEL 6

11.90

FOR
BANG-UP
JOBS AND
AUTOMATIC
PRECISION **"BLUED LIKE A GUN!"**

AT ALL BRANCHES AMERICAN TYPE FOUNDERS

AMERICAN NUMBERING MACHINE CO.
ATLANTIC AND SHEPHERD AVES., BROOKLYN, N. Y.
BRANCH—105 WEST MADISON STREET, CHICAGO, ILL.

AMSCO CHASES

ELECTRIC-WELDED • SQUARE AND TRUE • ABSOLUTELY GUARANTEED
SOLD BY ALL DEALERS • SEND FOR BOOKLET

AMERICAN STEEL CHASE COMPANY
31-31 Forty-Eighth Avenue, Long Island City, New York

IMMEDIATE DELIVERY ON
Rouse Band Saws, Power Mitering Machines,
Lead and Rule Cutters, Composing Sticks, Hand
Mitering Machines, Sennett Positive Assemblers,
and many other Rouse time-savers
SEND FOR COMPLETE LIST NOW.
H. B. ROUSE & CO., 2220 N. Wayne Ave., Chicago, Ill.

ROTARY PRESSES

for Lithographers, Printers, and
Newspaper Publishers. Also Presses
for Folding Box Manufacturers.

Tell Us Your Requirements
WALTER SCOTT & CO., Plainfield, N. J.

Stop Offset Trouble!

Send today for our new bulletin, "10 Ways to Avoid Offset." 14 pages of valuable hints for the pressman—how to improve presswork save money—by stopping Offset trouble.

E. J. KELLY CO.
1811 N. Pitcher St. Kalamazoo, Mich.



THE INLAND PRINTER

Volume 109 • June, 1942 • Number 3

PUBLISHED MONTHLY BY TRADEPRESS PUBLISHING CORPORATION

Horace T. Hunter, President
John R. Thompson, Vice-President and Treasurer
J. L. Frazier, Secretary

309 WEST JACKSON BOULEVARD, CHICAGO, ILL., U. S. A.

THE INLAND PRINTER furnishes the most reliable and significant information on matters concerning the printing and allied industries. Contributions are solicited but should be concisely stated and presented in typewritten manuscript.

SUBSCRIPTION RATES

For United States and countries within postal union, including Spain, one year, \$4.00; two years, \$7.00; three years, \$10.00. Single copy, \$0.40; none free. Foreign, not included in postal union, add \$1.00 a year. Make checks or money orders (for foreign) payable to TradePress Publishing Corporation. (Foreign postage stamps not acceptable.)

For Canada and Newfoundland, one year, \$4.50; two years, \$8.00; three years, \$11.50. Single copy, \$0.45. These subscriptions and remittances may be sent in Canadian funds to The Inland Printer, Terminal A, P. O. Box 100, Toronto, Ont.

When subscriptions expire the magazine is discontinued unless a renewal is received prior to the publication of the following issue. Avoid possible delay by remitting promptly.

FOREIGN SUBSCRIPTION AGENTS

Fidelity Circulation Company of Canada, 210 Dundas Street West, Toronto, Ontario, Canada.

S. Christensen, Box 536, Montreal, Quebec, Canada.

The MacLean Company of Great Britain Ltd., Quadrant House, 55 Pall Mall, S. W. 1, London, England.

Wm. Dawson & Sons, Cannon House Pilgrim Street, Ludgate Circus, London, E. C., England.

Alex. Cowan & Sons (Limited), General Agents, Melbourne, Sydney, and Adelaide, Australia.

F. T. Wimble & Co., 35-43 Clarence Street, Sydney, Australia.

John Dickinson & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.

Benjamin N. Fryer, c/o Newspaper News, Warwick Building, Hamilton Street, Sydney, N. S. W., Australia.

Harry S. Tomita, P. O. Box 1230, Honolulu, Territory Hawaii.

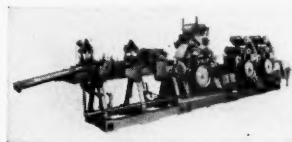
LABELS

WORKING FOR VICTORY

Labels of a patriotic nature can increase the impetus leading to Victory.

Thousands of such labels in color are turned out daily by the Ever Ready Label Corporation, New York, on the largest battery of New Era Multi-Process Presses in the country. Users of New Era Presses for over thirty years, Ever Ready has found them capable of long, continuous service. They print from one to three colors, slit, perforate, notch corners, punch holes and number—all in one operation. Also rewinds rolls or guillotines sheets as they come off the press at high speed.

The same press that prints labels at 6000 to 8000 impressions per hour can also print tickets, tags, checks, multiple carbon forms, book match covers, small cartons, office forms and many other kinds of commercial and specialty printing. We would be glad to send you more details about the New Era Press if you will write us.

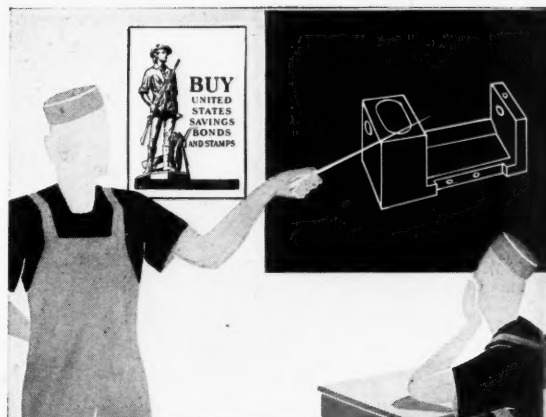


NEW ERA MANUFACTURING CO., 371 11th AVE., PATERSON, N. J.

NEW ERA
MULTI-PRODUCT PRESS

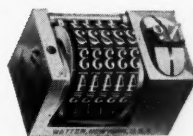
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For Items Not Advertised, See Annual "Readers' Service Guide," January, Pages 9-12

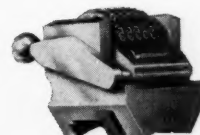


The Kid Keeps Learning About NUMBERING FOR PROFIT

- "What does the wall chart teach?"
- ★ "Keep buying War Savings Bonds every pay day."
- "Why?"
- ★ "To save our freedoms and our money."
- "Swell. How else can we save money?"
- ★ "Making equipment last, saving paper."
- "What's the wall chart teach?"
- ★ "Wetter Numbering Machines with a frame machined complete out of a single piece of steel last longest, print best, avoid rejections and so save paper."
- "Patriotic!"
- ★ "And profitable."



Wetter Lock-Wheel
One of many models



Wetter Rotary
One of many models

Wetter NUMBERING MACHINE CO.
ATLANTIC AVE. & LOGAN ST., BROOKLYN, N. Y.
Sold by all dealers and branches
AMERICAN TYPE FOUNDERS

2574

CLASSIFIED BUYERS' GUIDE

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This index is checked for accuracy but no responsibility is assumed for errors or omissions.

RATES FOR CLASSIFIED ADVERTISEMENTS

● **By the Month:** Under Situations Wanted, only 50 cents a line—minimum, \$1.50; other classifications, only 65 cents a line—minimum, \$1.95. (Replies to keyed ads forwarded daily when received—no extra charge.) Terms: Cash with order.

● **By the Year:** the rate is still lower, and you automatically get **THE INLAND PRINTER** monthly (regularly \$4 by subscription): First three lines, \$22.50 a year when paid in advance; each additional line, \$6.00 a year. **No display or cuts.**

Figure 38 characters in a line, including spaces, punctuation, address or box number. To avoid delay in insertion, and in view of small amount usually involved, please enclose remittance with order.

● **Display:** 1 tl. 3 tl. 6 tl. 12 tl.
 1/2 inch... \$ 9.00 \$ 8.25 \$ 7.50 \$ 6.75
 1 inch... 15.00 13.50 12.00 11.00
 2 inches... 27.00 25.00 23.00 21.00

Closing Date: 26th of preceding month.

BLANKETS: MAKE-READY

CORK, RUBBER, SYNTHETIC OR COMBINATION—all gauges, all presses; guaranteed service. Acme Press Blanket Co., 162 N. Wells, Chicago.

BOOKS: PRINTERS' TECHNICAL

● **Craftsmen Librarians: Attention!** Order all books on graphic arts subjects from one source and save time and trouble. Discount allowed on purchases amounting to more than \$10. Send for free book list. The Inland Printer Book Department, 309 W. Jackson Blvd., Chicago, Ill.

ENCYCLOPEDIA OF IDEAS

● **A Veritable University Education** in layout and mailing-piece design; hundreds of ready-to-sell dummy illustrations. Size 11 1/2 x 14 inches: 280 pages, \$29.00. Send order to The Inland Printer Book Dept.—enclose check and we'll prepay postage.

BRONZING MACHINES

MILWAUKEE BRONZERS—for all presses. Some rebuilt units. C. B. Henschel Mfg. Co., Milwaukee, Wis.

CALENDARS AND CALENDAR PADS

Largest assortment of Pads. Best selling line of Art Blotters. Write for catalog in which you are interested. Orders filled immediately.

JOSEPH HOOVER & SONS CO.
 MARKET AND 49TH STS. PHILADELPHIA, PA.

WHOLESALE CALENDARS to printers. Do your own imprinting. Advertising Novelties, Fans, Book Matches. Write for particulars. Fleming Calendar Co., 6540 Cottage Grove Ave., Chicago, Ill.

CALENDAR PADS—67 Styles and Sizes. Write for catalog. Calendar backs for advertising, sheet pictures. Wiebush Calendar Imptg. Co., 109 Worth St., New York, N. Y.

CHASES: STEEL



ELECTRIC WELDED SILVERBRIGHT

STEEL CHASES

with oversize inside measure for press capacity

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COMMENCEMENT INVITATIONS and engraved stationery. Samples with discount to printers. Siegrist Engraving Co., 924 Oak St., Kansas City, Mo.



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TEN COLORS: India, Goldenrod, Spanish Yellow, Mandarin, Oriental Red, Brown, Gray, Blue, Green, White.

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20 x 26 — 160M 26 x 40 — 320M* 23 x 35 — 248M†

*Grain the Long way. †Long and Short Grain.

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CHICAGO MILLS: Port Huron, Michigan BEREA, OHIO
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★ Ask for the rollers you need ★

In many cases, the same types of rollers you have been using are still available. But if they are not, alternate compounds have been developed for most uses, so that you

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Write today for free instruction folder.

IDEAL ROLLER & MANUFACTURING CO.
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CUTTERS: PAPER

PEERLESS GEM 25" & 30" Lever Cutters and parts now made by Missouri-Central Type Foundry, Wichita, Kansas.

EMBOSSING BOARD

• **Stewart's Embossing Board**—Easy to use — hardens like iron; 5½ by 9½ inches. Send \$1.25 for 12, postpaid, to THE INLAND PRINTER Book Dept., 309 W. Jackson Blvd., Chicago, Ill.

FOR SALE

• **For quick cash sale** the following equipment is offered for sale: 1 Harris 22 by 34 offset press with motor and controller \$2,200; 1 Harris 14 by 19 offset press \$490; 1 F & L grainer machine and motor \$400; 1 Baum folder 21 by 28 \$400; 1 Morrison stitcher \$375 with motor; 1 Wright drill \$250 with motor; 1 Wright perforator 30 inch with motor \$290; 1 Wesel Camera 24 by 24 with copy board and carriage \$200; 1 19" Levy circular screen 133 line \$400; 1 18" Varityper almost new \$195. 200 used zinc plates 25½ by 36 @ 35¢ each, 10 steel skids 24 by 36 @ \$4.00 each, developing trays and chemicals. All prices f.o.b. shipping point. Graphic Arts Associates, Schenectady, N. Y.

PRICED FOR QUICK SALE

• **Two Lanston Monotype Machines:** One Series "S," Machine No. 5631; One Series "DC," Machine No. G9738; each complete with motor and matrices of popular display typefaces, 24 to 84-point. Have been properly operated and maintained; now in A-1 condition. Can be seen in Chicago plant. Box C 548.

• **Continuous forms, 2-color press,** speed 4200 per hour, 2 h.p. motor, chassis 17" by 14", 3 numbering machines. Just completing 400,000 run. Account of being drafted will sell for \$3,500 crated. Address, Box C 546, Inland Printer.

• **Bookbinders' Machinery**—New model National book sewing machines; also rebuilt machines. Write for particulars. Joseph E. Smyth Co., 720 So. Dearborn St., Chicago, Illinois.

• **For Sale**—50-inch Oswego auto cutter; in first-class condition. Address Box C 405, care of The Inland Printer.

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HELP WANTED

• **Wanted**—Printing Broker or Salesman. Well known Chicago printer in position to handle more business on competitive basis, in black and white or color letterpress; large and small modern automatic equipment, for catalogs, broadsides, forms and commercial printing. Complete linotype dept. Full cooperation. Address Box C 543.

LINOTYPE-INTERTYPE METAL FEEDERS

New Reid hot metal Feeder \$95; used Monomelts, used Margach feeders bought and sold. Wm. Reid Co., 2271 Clybourn, Chicago.

MECHANICAL OVERLAY PROCESS

Leading Printers and Publications

Now Use **COLLINS**

CHALK RELIEF OVERLAYS

FOR ALL HALFTONE MAKEREADY

Great improvements over slow hand-cut Overlay method. Low cost, saves time. Improves quality. Apply on company letterhead for free instruction books and prices.

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PAPER: GUMMED

Poster Stamps

Send for a free set of U.S. Navy Aircraft Squadron Poster Stamps with album, printed on McLaurin-Jones Guaranteed Flat Gummed Paper — they'll give you a clue to poster stamp use that can mean extra press runs for you!

McLAURIN-JONES COMPANY
BROOKFIELD, MASS.

PHOTOENGRAVERS' MACHINERY & SUPPL.

THE DOUTHITT CORPORATION, 650 W. Baltimore Ave., Detroit, Mich. Complete plate making equipment for lithography and photo-engraving. Cameras, Whirlers, Printing Frames, etc.

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DUPLIX PRINTING PRESS CO., rotary and flat-bed web presses; stereo, and mat machinery. Battle Creek, Mich.

PRICING GUIDE

PRINTING PRICE GUIDE—simplified, fast and accurate. Not intended to take the place of Franklin or Printed Products but will price, Quick, 90% of jobs for average, medium large or small printer. Leased for \$7.50 per year. Order one on ten-day approval or money back. Lawrence Printing Co., Inc., Greenwood, Miss.

• (Continued on Page 80)

This is the Answer

The Munising Pak ★ a sturdy one-piece container
★ space for your label which is there at re-order time ★ it saves time
★ eliminates waste
Convenient ★ Compact ★ Clean ★ easy-to-open
★ and easy-to-close
Your customers will like it

The Munising Paper Co.
135 S. La Salle St., Chicago

THIS IS THE Sheet

White Watermarked Caslon Bond

CASLON BOND

Accurate Mill Cut 8½ x 11

The AAA buy for letterheads and forms

THIS IS THE Box

Contains 500 plus sheets... fits the desk drawer and stockroom shelves... has utility value when empty...

* extras for make-ready

Reversible label (in slot) carries your name

THIS IS THE Pak

Contains 10 boxes, a total of 5000 plus sheets.* The Pak makes a dust-proof delivery or storage unit...
* extras for make-ready

convenient drop front

Buy as a UNIT ★ Sell as a UNIT ★ Caslon Bond PACKAGED Printing

The Inland Printer

• The Leading Business
and Technical Journal of
the World in the Printing
and Allied Industries • •

JUNE, 1942

Volume 109 • Number 3

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CLASSIFIED BUYERS' GUIDE

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PREVENTION OF WORK-UPS

SLUG-HIGH SINKERS, 200 ft., \$2.55 and postage. Samples free. Ralph Bancroft Co., 305 S. 5th St., Minneapolis, Minn.

PRINTING SCHEDULES

Let the **FRANKLIN PRINTING CATALOG** be your silent partner. The Catalog enables you to keep the war-time stride, to get more work done in less time with fewer helpers.

Write today for details of trial-order plan

PORTE PUBLISHING COMPANY

Salt Lake City, Utah

SITUATIONS WANTED

Composing Room

• **Combination man . . . Operator—Machinist—Floor man**
—Now employed (8 years large plant, Houston, Texas), desires connection with progressive concern. Will accept any reasonable offer in East, West or Middlewest. Preferably vicinity of New York, New Jersey, or Pennsylvania. Clean operator. Good floor man and machinist, know automatic quadders. 8 years pressroom experience in large plant on platens, cylinders and small automatics. 27 years printing experience. Prefer change of climate. Born in central state. Age 45. World War Veteran, good health. (Draft exempt.) Furnish best reference of ability, willingness, character; no boozier, or ram-bler. Address:
Post Office Box 696, Houston, Texas.

• **Foreman**—Forceful executive with wide experience in commercial printing seeks connection with plant of that kind. Understands and can handle details to insure economical, profitable operation. Union. Address Box C 539.

• **Composer—Working Foreman**, non-union. Age 46; 14 years last position. Publ. and job plant exp. Box C 545.

• **Linotype — Intertype Machinist** — 30 years experience on high grade work. Address Box C 542, The Inland Printer.

Miscellaneous

Mr. Plant Owner

• **Does your printing or lithographing plant need a blood transfusion?** I may have just the "shot in the arm" needed. Confidential correspondence invited. No obligation. Address Box C 547.

• **Commercial Artist and Rubber Engraver**—11 years experience. Wants permanent work. In charge of rubber plate dept. 7 years on posters, displays. Age 36; married; draft class 3A; go anywhere. References. Box C 538.

• **Proofreader—Ptr.** 36 years exper. best plants. Teacher, bkpr., cost acctnt.; estimating; selling; shop appr. to bus. mgr. Steady; good health; employed; wish interview. Address Box C 525.

Pressroom

• **A New England Printer**—Cylinder pressman with 22 years' experience in black & white, halftones, color and process work. Desire permanent position with progressive plant. Address Box C 544, The Inland Printer.

TYPEFOUNDERS

MISSOURI-CENTRAL TYPE FOUNDRY, the big type foundry of the West. Free catalog, Wichita, Kansas.

THE BAUER TYPE FOUNDRY, INC., 235 East 45th Street, New York, N. Y. Producers of fine type faces.

WANTED TO BUY

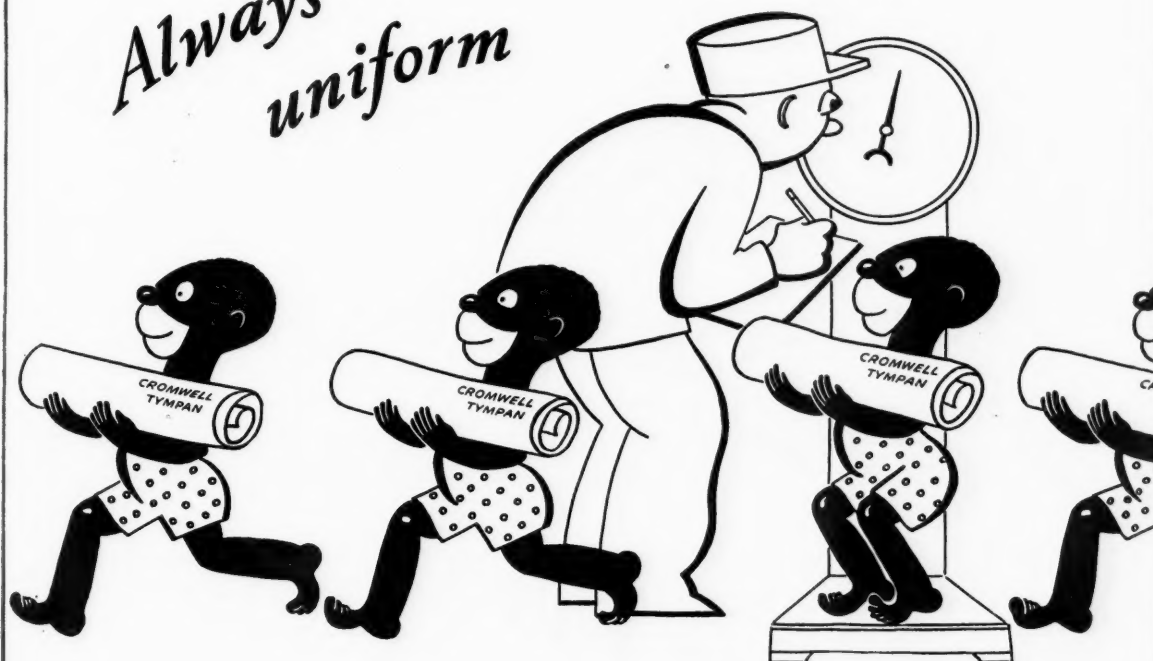
• **Sheridan Embossing Press**, 5C, Automatic sliding plate. State price and full particulars. Write Box C 549.

WIRE

SPECIFY PRENTISS STITCHING WIRE
—Backed by eighty years of wire drawing experience. Supplied on spools or in coils. SOLD BY LEADING DEALERS EVERYWHERE.

THE INLAND PRINTER for June, 1942

*Always
uniform*



CROMWELL
SPECIAL PREPARED
Tympan Paper



For better presswork
at lower costs . . .

Cromwell
TYMPAN

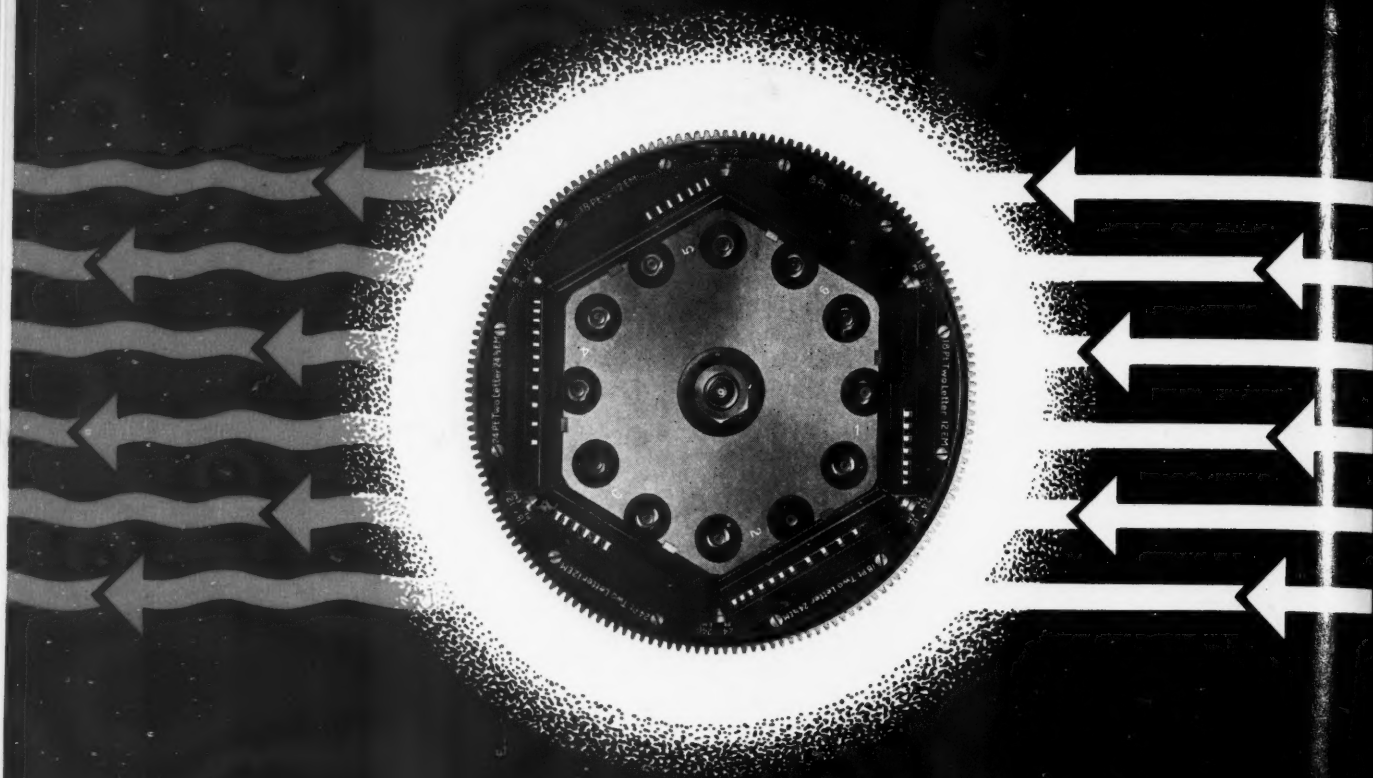
One essential in tympan paper is absolute uniformity. And that's why Cromwell Special Prepared Tympan is the odds-on favorite of pressmen. It is always uniform—guaranteed not to vary .005 inch in thickness throughout the entire roll. This simplified makeready requires less packing on the cylinder, fewer spot sheets and permits working with overlays closer to the printing surface. Thus you get cleaner, sharper impressions throughout the longest runs.

Cromwell Special Prepared Tympan comes in rolls or sheets, accurately cut to fit any high speed press. Get your supply from your local distributor today.

* The color of Cromwell Tympan has been changed due to absence of chlorine in its preparation. This slight change, made necessary by National Defense chlorine needs, in no way affects the quality of this famous tympan.

THE CROMWELL PAPER CO.

4801-29 S. WHIPPLE STREET . . . CHICAGO, ILL.



When the mold says HOT...a breeze says COOL

THIS is just one example of big and little ways in which an Intertype cuts operating and maintenance costs—and helps make jobs so much pleasanter for operators, machinists, and MO's.

The Intertype mold is cooled like the most powerful of modern war-plane engines. Excess, unwanted heat is blown away by *air*.

Most all line composing machines have come to air-cooling. The im-

portant fact is that the Intertype has *always* been breeze-cooled.

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Air-cooling makes possible easier control of mold temperature. Too much cooling may produce frosty faces; too hot a mold, porous slugs. A simple setting of the Intertype butterfly valve regulates the air according to the kind of composition required, helping to turn out perfect, solid casts.

TEXT IN WAVERLEY

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IN A DEMOCRACY, publishing and printing help to keep a people free, through the continuous dissemination of education, information, and news. ++ Now that new typesetting machines may be obtainable only through proper priority ratings, Intertype suggests that you take care of your present equipment. A new, helpful booklet on the maintenance of your equipment is now available on request to INTERTYPE, Brooklyn

INTERTYPE